

Exam in Contemporary Branding, advanced level

Course code: 23047

Date 16.5.2018

Examiner: Anne Rindell

Duration: 4 hours

Help aids: -----

Instructions!

1. Fill in your name, matriculation number and course number on **each sheet**.
2. **One question / paper, please!**

Each question will be awarded 0-10 points, thus the maximum number of points is 40. Twenty (20) points is required to pass.

1. Define and discuss Corporate Heritage and Corporate Image Heritage based on the lectures and proposed articles. Exemplify by using your case company. (max 10)
2. Define and discuss brand experience based on Pine and Gilmore (1998) and Brakus et al. (2009). Exemplify with your case company and customer experiences about the company. (max 10p)
3. Brand architecture based on Dahlén et al. (2010: 224-227). (max 10p)
4. Elaborate on the importance of understanding different degrees of customers' ethical awareness in relation to corporate brand strategy and green washing, pink washing and red washing. Give examples. (max 10p)

GOOD LUCK!