

BROOKLYN



COLLEGE

Brand, Category, and Product Hierarchies
Perceptual Mapping
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Bus 50.2 Marketing
Brooklyn College

Project: Brand, Category, and Product Hierarchies
Perceptual Mapping

Objectives:

stretch your intellectual capacity,
develop your analytic skills,
strengthen your critical reasoning skills,
enhance your ability to use powerpoint, and
prepare you for a career.

Prepare a **brand hierarchy** in PowerPoint of one of the power brands on the list.

Identify the Corporate Brand, Master Brands, and Sub Brands. See samples on the course website and use the templates I emailed you.

Prepare a **category hierarchy** in PowerPoint for the main category in which your brand competes. See samples on the course website and use the templates I emailed you.

Prepare a **product hierarchy** in PowerPoint for the brand you selected. See samples on the course website and use the templates I emailed you.

Prepare 3 **Perceptual Maps** in PowerPoint for the master brand and category you selected. Plot the positioning of your brand and the positioning of direct and indirect competitors. See samples on the course website and use the templates I emailed you.