



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Economics
DEPARTMENT	Marketing Management
CAMPUS(ES)	APK
MODULE NAME	Strategic Brand Management
MODULE CODE	MMA8X13
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity June 2019

ASSESSMENT DATE	11 June 2019	SESSION	N/A
ASSESSOR(S)	Prof I Struweg		
MODERATOR(S)	Mr S Dlamini (UCT)		
DURATION	Take home exam	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	2
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INFORMATION/INSTRUCTIONS:

- This is an open-book, take-home assessment.
- There is one question to be answered.
- Read the question carefully and answer only what is required.
- Number your answer clearly and correctly as per the question paper.
- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.

QUESTION 1

[100 MARKS]

In February 2019, an article appeared in Forbes magazine entitled: “Why personal branding is more important than ever?”. Based on the theoretical concepts and brand principles covered in this module, develop a personal brand strategy. Your answer should showcase your understanding of branding as a strategic tool to enhance your own brand value.