**Assessment 1 – Individual Case Analysis**

* **Purpose**

The purpose of this assignment is to assess students’ knowledge of discipline theory, models, concepts, and proficiency in their application, while using their knowledge and skill specialisation within the Marketing Discipline.

* **Description**

You are required to read the Red Bull case study document posted on Blackboard and complete an individual case analysis report. The case analysis report allows you to demonstrate your theoretical understanding of important aspects of branding. The report should focus on the key branding issues and answer the assigned questions. You must incorporate academic literature to support/justify your ideas.

**Case Study: Red Bull**

* **Questions:**

1. Describe Red Bull’s sources of brand equity?
2. Analyse Red Bull’s marketing program in terms of how it contributes to the brand’s equity?
3. Evaluate Red Bull’s move into herbal teas, fast-food and magazines. Does it make sense for the company to expand into these areas? What are the potential benefits and dangers?

* **Length:**

1500 words (+/- 10%)

* **Assessment Criteria**
* Executive Summary.
* Clear Identification and analysis of the relevant issues and concepts relating to the case.
* Reference to the relevant branding theories.
* Quality of the argument: Analysis is logical, consistent with the topic in the case, and evidence in favour of the arguments.
* Development of managerial recommendations and identification of marketing decisions illustrated by the case.
* Report Format including references, structure, clarity and grammar.