



Celebrity Endorsement: Through the Ages

STRUCTURED ASSIGNMENT (SA)

SA has a set of logically sequenced questions based on a specific case study. These questions are meant to enhance the logical and analytical skills of the students. Students are advised to attempt a SA only after they have acquired a reasonable conceptual understanding as indicated below.

PREREQUISITE CONCEPTUAL UNDERSTANDING

- (a) Branding communication strategies
- (b) Brand endorsements
- (c) Consumer behaviour
- (d) Advertising and promotional strategies
- (e) Impact of technology on brand promotions
- (f) McCracken's Meaning Transfer Model

Structure of the Structured Assignment		
Section	Title of the Section	Number of Questions
I	The Inception of the Concept	5
II	The Risks Involved	3
III	Celebrity Endorsements: The Value Proposition	4
IV	The Relevance of Celebrity Endorsements	6

This structured assignment was written by Pasupuleti Girija under the direction of Sumit Kumar Chaudhuri, IBSCDC. It was prepared to accompany the case 'Celebrity Endorsement: Through the Ages'.

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INSTRUCTIONS TO THE STUDENTS

This assignment should accompany the case on *Celebrity Endorsement: Through the Ages* developed by IBSCDC.

- The learning from this SA can be enriching if it is attempted after having a prerequisite understanding of concepts outlined in the previous page.
- Start working on this assignment after carefully going through the case and grasping the significant aspects of the case, including the ‘central dilemma’.
- Refer to the case as often as needed, when you are working on this assignment. This is an “open book” assignment.
- Write your answers in as much detail as possible. Do not write cryptic or too brief answers in telegraphic language.
- Attempt to answer all questions in all sections.
- For a few questions, there may neither be ‘one’ answer nor a ‘correct’ answer. Therefore, give your analysis and logic wherever required. Develop your answers in an integrated manner drawing from your complete understanding of the case.
- Use extra sheets, if necessary.
- The time limit for completing the assignment and the weightages assigned to each section in this SA for the purpose of grading will be announced by the instructor.

For use by the Student

Name of the Student :
 Enrolment Number :
 Program :
 Course :
 Name of the Instructor :
 To be Submitted on :
 Signature of the student :
 Date :

For use by the Instructor

Grade awarded / Marks awarded :
 Remarks :
 Signature :
 Date :

