

Assignment 1: Create your own brand

For this assignment you will create your own brand/company. Can be similar to an existing brand, but must be your own unique creation. Does not have to be NRM related, but should be appropriate.

Assignment directions: Word document, Times New Roman, 12 point font, must be at least 1 page double spaced (can be longer, but not less).

You must include:

- What is your company? Name?
- How long has the company, organization, or product existed? Describe.
- Is it family-owned, public or private business? Describe.
- What is the mission, values or goals of the company? Describe.
- Who is your audience? Describe.
- What is your brand? (What is an emotional appeal/connection your audience might have with your brand)

Be creative and use your resources! You will be graded on how well you answer the questions and follow the directions. This assignment is worth 75 points.