

BRAND MANAGER WRITING PROMPT (Grades 9-12)



Read the Brand Manager Career Brief, then answer the questions below.

If you were a Brand Manager of a theme park...

How would you describe your theme park to a kid?

- Use five adjectives to describe your theme park.

How would you make sure your team delivers great experiences to customers?

-List a feature you would make sure your team consistently commits to (i.e. offer fresh homemade pizza in the food court).

List two sales goals for your theme park.

-For example, increase overall sales by 5% during the winter holiday period.

What theme parks would be your competition?

- Name two theme parks that would be your direct competition and explain why.

What new ride (product) would you introduce to your fans?

-What would you name the ride?

-What cool features would your ride have?

- Do you expect sales to increase because of the new ride? If so, by what percentage?

How would kids describe your theme park?

- How do you make sure you live up to this description?