

NAME: _____

WRITING PROMPT - BRAND MANAGER (Grades 6-8)

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

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

1. Describe your theme park (rollercoasters, food court, animals, shows).
2. What is your brand's personality (fun, adventurous, scary)?
3. Give your theme park a name and explain why you chose that name.
4. Describe a new ride you would introduce.
5. What skills as a Brand Manager would help you manage your theme park brand? Provide two examples from your Career Brief to support your answer.
6. What adjectives would kids use to describe your theme park (adventurous, fun)?



A brand is simply trust.
— *Steve Jobs*