

MFBS-555 : Differentiation, Branding, and Packaging

In this course students will explore components of product differentiation through branding, packaging, and consumer storytelling. Students will investigate various techniques to create a distinct and memorable brand and to understand the difference between an effective food brand and a commodity product. Brand values, product definition, competitive positioning, and consumer narrative will be broken down with the goal of learning to build long-term success and gain a loyal consumer following. Students will identify and develop a brand strategy that illustrates the brand or company's core values, is true to a mission, and demonstrates a solid understanding of a product line's positioning within the competitive market.

Credits 3

Prerequisites

Orientation and Cohort Formation (MFBS-501A), Science of Food Systems (MFBS-510), Ethical Leadership in the Food Business (MFBS-530), Business Fundamentals (MFBS-500), Design Thinking for Food (MFBS-520), Framing the Business Playbook (MFBS-501B).

Corequisites

Concept Building, Proving, Prototyping (MFBS-545)