

The Center for Branding

Business students at the Joseph M. Katz Graduate School of Business are comparable to the best in the world. If your organization is faced with a thorny issue in branding or digital marketing that needs a solution, or if you have an important project that has been on the backburner for a while, please let us know. The Center will get back to you with ideas on how we may create class projects or even a case competition that will answer your questions.

Sponsor Student Projects

Sample projects:

1. How can I optimize my AdWords campaign and my webpage, so I can maximize my return on investment on the dollars I spend?
2. How can I distribute my marketing expenditures across various media, and what is the return-on-investment of these?
3. How can I develop effective content surrounding my brand to maximize customer engagement?
4. Identifying how to market your brand to new segments (e.g., millennials, ethnic groups, point, price, or new regions)
5. Are your brands in need of a repositioning? Or, does your brand architecture involve brand names which overlap in their positioning? You need to identify ways of solving this, and we can be of help.
6. You have acquired a new brand or are looking to acquire a new brand. You may need to figure out the following: How much should I acquire this brand for? How will it fit with my current portfolio? Should I reposition my existing brands after the acquisition of the new brand?
7. You have too many brands in your current portfolio and need to figure out which ones to divest and which ones to keep. Or, maybe there are too many SKUs for each of your brands.
8. How can I leverage the power of digital and social media to strengthen my brand?

Contact

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