

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

In this activity, students will develop a loyalty/rewards program for their favorite brand.

1. For which brand will you be developing a loyalty/rewards program? Why did you select this brand? Do they already have a loyalty program?
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2. How will the program help to build loyalty for the brand?
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3. In the space below, describe your loyalty program. How will customers earn rewards?
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4. Describe your strategy for communicating details about the program. How will you promote the loyalty/rewards opportunity to consumers?
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