



Honors Research Assistant Program

Title: Brand Management Strategies

Description of the Research: This project focuses on understanding how brands can leverage their equity to stretch beyond the core areas associated with their image/representation, and when it might be meaningful to do so. Data collection will be primarily based on surveys administered to (and experiments run with) human subjects (typically undergraduate students).

Responsibilities of the Student: Student will be primarily responsible for administering the surveys and running experiments, coding the data and library research on the project.

Approximate Number of Hours/Schedule:

8-10 hours/week during the Spring Semester

Qualifications:

- High level of familiarity with the following:
 - Conducting library research
 - Excel
- Interest in the research process