**View the Nike video case in Chapter 11 (mymarketinglab) and answer the following questions.**

* Nike’s impressive portfolio includes some of the strongest brand names in the world. How does lifestyle play a crucial factor in Nike’s brand success? What are some of the challenges and benefits associated with being the market leader in so many categories?
* With social media becoming increasingly important and fewer people watching traditional commercials on television, what does Nike need to do to maintain its strong brand images?
* What risks do you feel Nike will face going forward?

<http://media.pearsoncmg.com/ph/bp/bp_video_links/2013/mktg/MM_Building_Brands_NIKE_256k.html>

**Rubric—Week 6 Video Case**

Grading Rubric for Week 6 video: View the video Nike in Chapter 11 (mymarketinglab)

This video is worth **55 points**. Please name your paper, "LastName FirstName".

|  |  |  |
| --- | --- | --- |
| **Category** | **Points** | **Description** |
| Understanding | 45 | Quality of the answers to questions 1 and 2 |
| Analysis | 5 | Correctly produced APA parenthetical citations and references list |
| Execution | 5 | Organization, spelling, and grammar |
| Total | 55 |  |