Texas A&M University Corpus Christi | Coastal Bend Business Innovation Center, an EDA University Center

Texas A&M University Corpus Christi | College of Business

# LUNCH & LEARN

## May 19, 2022

**Coastal Bend Business Innovation Center**
**10201 SPID Corpus Christi, TX 78418**

11:30AM – 1:00PM

### Successful Branding Starts By Being Remarkable

- Focus on creating, delivering, and communicating value.
- Determining the right audience
- Defining and refining your company's personality.
- Selecting the logo and the slogan that match the promise.
- Everything matters.

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