



2. Please consider the two different types of behavioral learning theories discussed in class.

- a. [30 points] Provide a detailed description of each of these theories.
- b. [30 points] Using as example the case “Revitalising Barbie” studied in class, please explain in detail how could Mattel’s marketers use this knowledge about behavioral learning theories to increase brand awareness among their segments (“young girls” and “pre-teen girls”).

[tip: You should spend about 35 minutes answering this group of questions]