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'My professor called my Nike case study 'fresh and insightful.'

- Tasha, an undergrad marketing major

Tasha knew Nike was a risky choice. It had been done a thousand times before, and she didn't want to sound like every other student trying to slap a swoosh on a basic branding essay. But she found a new angle.

'My focus was Nike's AI-powered product recommendations and discussed how it personalizes the shopping experience,' she explains. 'It wasn't about the slogan or the shoes - it was about how tech is shaping modern branding.'

Her professor was impressed. He wrote '*fresh and insightful*' in the margins and asked her to present a short version to the class. *'I think he appreciated that I went beyond the usual campaigns,'* she says. *'I treated Nike like a living, evolving brand - not a historical case study.'*