ADV3403 - Branding
Fall 2019 Syllabus

Instructor: Dan Windels
Class Time: Mon. 4:05 pm – 4:55 pm, & Wed. 3:00 pm – 5:00 pm
Class Location: Williamson Hall 0100
Email: dwindels@ufl.edu
Office: Weimer Hall 1013 (Between CJC reception and The Agency)
Office Hours: Mon. 1:00 pm – 2:30 pm & Thurs. 9:00 am – 10:30 am (or by appointment)
Phone: 352-273-3066

Teaching Assistant: Lincoln Lu
Email: lincolnlu@ufl.edu
Office & Office Hours: Email to set up an appointment

Course Communication:

Please email me using the subject line "ADV3403" with any questions about assignments, class content, or if you just want to talk advertising. I spent years working in advertising agencies across the country so I love talking advertising. Please include as much information as possible in your email so I can provide you with an accurate response. Contacting me through Canvas email is the most efficient way to communicate. I will make every effort to respond to your email within 36 hours of you sending it.

Please also feel free to stop by my office anytime. I'm happy to talk about this course, internships, or potential career directions.

Course Description:

Why is Nike a global leader in the shoe and apparel business? Why is Amazon #1 in the U.S. for online shopping? Why is Starbucks #1 for coffee? While great products and services are certainly an important part of the equation, an equally important ingredient is the ability to develop, manage, and maintain a powerful brand. But what exactly is a brand? Why are they important? What does a brand mean to the end user? In its purest form, a brand represents our collective thoughts and feelings about a company over time. But how are those thoughts and feelings created in the first place?

In this class we begin to answer those questions. We will explore the principles of branding and the key elements that go into building and designing an effective brand strategy. We will pay special attention to the concept of *brand equity* and the role it plays in the long-term profitability of a company. Finally, we will learn to think both creatively and critically about the processes used in the advertising and business world to build and manage successful brands. This will include an examination of the role branding can play in helping today's companies connect with diverse audiences.

Course content and exam materials will come from two primary sources:
*   Lectures, in-class discussions, and PPT presentations
*   Course textbook
Please note that lectures, in-class discussions, and PPT presentations will often draw from information not included in your textbook.

Required Text:

Wheeler, Alina (2018). *Designing Brand Identity: An Essential Guide for the Whole Team (5th edition).* Hoboken, NJ: John Wiley & Sons, Inc.
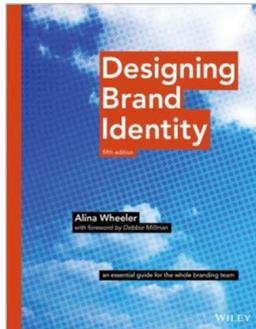
Designing Brand Identity: An Essential Guide for the Whole Branding Team, 5th Edition

Alina Wheeler, Debbie Millman (Foreword by)

ISBN: 978-1-119-37541-8 | August 2017 | 336 Pages

E-BOOK	PRINT
Starting at just $32.99	Starting at just $50.00

⦿ E-Book ⓘ $32.99

Options for Textbook

- UF Bookstore – hard copy of 5th edition available
- John Wiley & Sons – publisher's website with e-book edition available
- Online Book Retailers – Make sure you are selecting the 5th edition since content has been updated.

Course Objectives:

- Understand the role of branding in the advertising process, as well as its importance in a business context to a company's bottom line.
- Identify and explain the steps necessary to build, measure, and manage brand equity over time.
- Understand common creative and messaging elements that are used to design strong brands.
- Conduct brand audit(s) that involves both primary and secondary research and develop strategic recommendation for the brand based on your data.
- Research and understand key industries and professional jobs that are commonly involved in the branding process.
- Develop an ability to discuss branding and brand communication techniques from an advertising and business perspective.

Student Responsibilities:

- Students should attend all classes.
- Students should actively participate in class discussions. In-class discussions are typically the most rewarding part of the class both students and the instructor.
- Students are responsible for all material covered in class (lectures, guest lectures, examples, discussions, videos, etc.), as well as for assigned weekly reading.
- Students should complete readings before the class in which they are discussed.
- Be respectful to the diverse range of opinions of everyone in the class both during discussions and in group settings.
- Students are responsible for checking Canvas frequently for latest class information and updates.
- Any disagreements with grades must be submitted in writing within 7 days of when the grade is posted.

Course Website:

All course communication, announcements, assignments, and grades will be posted on Canvas. Please confirm that you have a valid and correct email address connected to your Canvas account. It is your responsibility to check Canvas regularly.
- Canvas - https://elearning.ufl.edu
- UF Help Desk, available 24-7 - http://helpdesk.ufl.edu

University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office at https://drc.dso.ufl.edu.

- The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.
- You must submit this documentation prior to submitting assignments or taking the quizzes or exams.
- Accommodations are not retroactive; therefore, students should contact the office as soon as possible during the term for which they are seeking accommodations.

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

UF Plagiarism Policy

Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

For UF's Plagiarism Policy visit http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf

My Role:

My role as instructor is to identify critical issues related to the course, direct you to resources, teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way.

Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements. At all times it is expected that you will welcome and respond

professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Attendance and Participation:

Attendance will not be taken this semester. However, we will periodically have unannounced in-class activities and short quizzes. In-class activities will account for 5% of your grade and in-class quizzes will account for 10%.

Participation is key to your success in this class. I encourage everyone to ask questions and actively participate in class discussions.

Grading & Make Up Policy:

We will follow UF Attendance Policies as it pertains to attending class, assigned work, quizzes, and exams. Unless you notify me in advance and have a documented reason for why you cannot complete an assigned element of this class in a timely manner it will not be accepted.

Missing an exam without permission results in a zero. Under circumstances where the student misses an exam due to unanticipated reasons, students will have 2 business days (i.e., 48 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid, verifiable documentation supporting the reason for the absence is required (doctor's note, accident report).

You can access the UF Attendance Policy at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Grading Components:

Student development and mastery of skills will be assessed based on the following items:

- Exams (3)   50%
- Homework (3)   35%
- In-class quizzes (4-6)   10%
- In-class activities (3-5)   5%

NOTE: In-class quizzes will be unannounced and cover the case studies assigned for that day.

Final Course Grading Scale:

A	93-100%		C	73-76%
A-	90-92%		C-	70-72%
B+	87-89%		D+	67-69%
B	83-86%		D	63-66%
B-	80-82%		D-	60-62%
C+	77-79%		E	Below

Please note that all final grades will be rounded up or down to the nearest whole number. For example, if you receive a 92.45% or above it will be rounded up to a 93%. If you receive a 92.44% it will be rounded down to a 92%.

U Matter, We Care

U Matter, We Care serves as UF's umbrella program for UF's caring culture and provides students in distress with support and coordination of the wide variety of appropriate resources. Families, faculty, and students can contact umatter@ufl.edu seven days a week for assistance for students in distress.

Course Schedule:

The course schedule lays out the broad topics that we will be covering this semester. If there is any need to adjust the schedule you will be notified in advance both in class and through Canvas.

Week	Day / Date	Topic	Reading	Assignment
1	Wed. 8.21	*Introduction to Course, Case Studies* *Introduction to Brands & Brand Management (1)*		In-class intro & brand question
2	Mon. 8.26	*Brand Equity & Brand Positioning (2)*	**Case Studies**: *Coca-Cola, Starbucks*	
	Wed. 8.29		**Case Studies**: *Coca-Cola, Starbucks*	**Quiz #1 Coca-Cola & Starbucks case studies**
3	Mon. 9.2	**NO CLASS – LABOR DAY**		
	Wed. 9.4	*Building a Strong Brand (3)*	**Case Studies**: *Amazon.com, Mastercard*	Assignment #1 handed out
4	Mon. 9.9	*Designing & Selecting Effective Brand Elements (4)*	**Case Studies**: *Credit Suisse, Deloitte*	
	Wed. 9.11		**Case Studies**: *ACHC, Adanu*	**Assignment #1 due**
5	Mon. 9.16	*Building a Strategic Branding Program (5)*	**Case Studies**: *IBM 100 Icons of Progress, IBM Watson*	
	Wed. 9.18		**Case Studies**: *Beeline, Jawwy from STC*	
6	**Mon. 9.23**	**EXAM #1**	**EXAM #1** Covers lectures & reading (week 1-5)	**EXAM #1**
	Wed. 9.25	*Branding & IMC (6)*	**Case Studies**: RideKC Streetcar, Ohio & Erie Canalway **Text:** p 1-33	
7	Mon. 9.30	*Digital Branding (7)*	**Case Studies**: Peru, Sydney Opera House **Text:** p. 33-53	

			Case Studies: Cooper Hewitt Smithsonian Design Museum, Smithsonian Natl. Air & Space Museum	
8	Mon. 10.7	*Secondary Brand Associations (8)*	**Case Studies**: Southwest Airlines, Vueling **Text:** p. 54-92	
	Wed. 10.9		**Case Studies**: Ansible, Unstuck	Assignment #2 handed out
9	Mon. 10.14	*Brand Audits, Brand Tracking & Measurement (9)*	**Case Studies**: Action Against Hunger, (Red) **Text:** p. 70-93	
	Wed. 10.16		**Case Studies**: Laughing Cow, Mack Trucks	**Assignment #2 due**
10	Mon. 10.21	*Consumer Research & Branding - Qualitative, Quantitative, & Social Listening Methods (10)*	**Case Studies:** Mural Arts Philadelphia, Philadelphia Museum of Art **Text:** p. 94-103	
	Wed. 10.23	**EXAM #2**	**EXAM #2** Covers lectures & reading (week 6-10)	**EXAM #2**
11	Mon. 10.28	*Brand Architecture (11)*	**Case Studies:** ACLU, Mozilla **Text:** p. 104-119	
	Wed. 10.30		**Case Studies:** Fern By Hayworth, Shinola Detroit	
12	Mon. 11.4	*Branding New Products & Extensions (12)*	**Case Studies:** Budweiser, Coors Light **Text:** p. 120-135	
	Wed. 11.6		**Case Studies:** City of Melbourne, Nizuc	
13	Mon. 11.11	**NO CLASS – VETERAN'S DAY**		
	Wed. 11.13	*Managing Branding Efforts Over Time (13)*	**Case Studies:** Fred Hutch, Spectrum Health **Text:** p. 136-147	Assignment #3 handed out
14	Mon. 11.18	*Managing Demographic and Cultural Branding Efforts* (14)	**Case Studies:** Pitney Bowes, Santos Brazil **Text:** p. 148-165	
	Wed. 11.20		**Case Studies:** LinkedIn China, Quartz	**Assignment #3 due**
15	Mon. 11.25	*Managing Global Branding Efforts* (14)	**Case Studies:** PNC, SocialSecurity.gov **Text:** p. 166-192	
	Wed. 11.27	**NO CLASS – THANKSGIVING**		

16	Mon. 12.2	*The Future of Branding (15)*	**Case Studies:** Global Handwashing Day **Text:** Review 192-207	
	Wed. 12.4	**EXAM #3**	**EXAM #3** Covers lectures & reading (week 11-16)	**EXAM #3**
	Thurs. & Fri.	UF READING DAYS (12.5 – 12.6)	UF READING DAYS	UF READING DAYS
Final Exam	**Mon. 12.9**	**HOLD DATE FOR FINAL EXAM (if needed)** **10:00 am – 12:00 pm**	**Final Exam** **(if needed)**	**Final Exam** **(if needed)**