UF College of Journalism and Communications
UNIVERSITY *of* FLORIDA

ADV3403 – Branding
Sections 09F8 & 09F9 | Spring 2021 Syllabus

Instructor: Moritz "Mo" Cleve
- **Email:** mcleve@ufl.edu
- **Office:** Weimer G029 (corner office …but in the basement)
- **Office Hours:** by appt. (email to set up a Zoom meeting)

Class Meeting Times & Location

In accordance with policies put in place by the University of Florida in light of COVID-19, this class will be taught in a so-called HyFlex setup, meaning that one section will meet in-person while the other section will meet simultaneously via Zoom. Attendance is still expected for both sections. While this format is not ideal, it will provide interesting opportunities for interactions similar to a national or international agency.

- **Times:**
    - Mon. 5:10 PM - 7:05 PM
    - Wed. 6:15 PM - 7:05 PM
- **Class Locations:**
    - In-Person: Weimer 1076
    - Online – Zoom

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'd be happy to discuss any advertising related questions you may have. Please include as much information as possible in your email so I can provide you with an accurate response. You can contact me through Canvas or directly via email. I will make every effort to respond to your email within 36 hours of you sending it.

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 their 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 will begin answering these questions.

Branding (ADV3403) will explore the principles of branding, design, and the key elements that go into building 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. We will learn to think both creatively and critically about the processes used in the advertising, design, and business world to create, 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 the following sources:
- Course textbook, including the branding case studies in section three
- Lectures, online class discussions, and PPT/PDF presentations

Please note that our lectures, online discussions, and content in PPT/PDF presentations will often have information that is not included in your textbook.

Course Objectives:

- Describe the importance of branding from both an advertising and business perspective
- Identify the steps necessary to build, measure, and manage a brand over time
- Compare and contrast branding decisions made by businesses competing in the same category
- Critique creative design decisions made by established brands
- Describe how primary and secondary research is used to inform strategic thinking
- Analyze how supporting evidence is used to justify key creative design decisions
- Construct persuasive branding recommendations using supporting evidence

Required Text:

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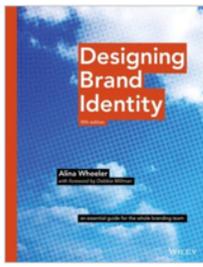
Designing Brand Identity: An Essential Guide for the Whole Branding Team, 5th Edition

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.

Student Responsibilities:

- Students should attend all in-person or online classes depending on their enrollment and COVID-19 clearance status. I promise this class will be much more enjoyable if you do!
- Students should actively participate in class discussions. These discussions are typically the most rewarding part of the class!
- Be respectful to the diverse range of opinions during any online discussions or group activities.
- 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.
- Students are responsible for checking Canvas frequently for latest class information and updates.

COVID-19: "Zoom-Zoom" and "Mask-Mask"

Due to the evolving COVID-19 situation, will have a so-called HyFlex course with one section meeting in person and the other section meeting simultaneously via Zoom. Our class sessions will be audio visually recorded through

Zoom for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilizing a profile image agree to have their video or image recorded. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Students who are enrolled in the in-class section are required to maintain a social distance of 6 feet from each other and the instructor and wear a mask at all times unless restrictions are lifted. Students who have not been cleared through the weekly COVID-19 screening on ONE.UF are not permitted to physically attend class. These policies are subject to change depending on someone's vaccination status, i.e. restrictions could potentially be lifted. If the COVID-19 status of in-person students or the instructor have been compromised, a 2-week period for quarantine will be imposed, in which the course will temporarily move 100% online.

If you are experiencing COVID-19 symptoms, click here for CDC guidance on symptoms of coronavirus. Please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.

Course materials will be provided to you with an excused absence (which includes COVID-19), and you will be given a reasonable amount of time to make up work. Click here for more information on UF attendance policies.

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.

University Policy on Accommodating Students with Disabilities:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (DRC) by visiting their Get Started page.
- The DRC will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation (NOTE: There is a new DRC format this year)
- 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. For UF's Plagiarism Policy visit http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf

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 from an outside source.

Attendance & Participation:

Attendance – The value of this class will be found in our live discussions throughout the semester. I will bring in relevant, current, and award-winning branding examples that we can use to discuss core concepts from our readings. That being said, I will do my best to make every lecture as engaging as possible. My hope is that you will want to attend. Attendance will be worth 5% of your overall grade. Beyond the first time you miss, I will deduct .5% of you overall grade for each time that you miss.

Participation – I realize that not everyone likes participating. Here's my challenge. Try to ask at least one question during class this semester. Your questions are important! They not only help guide our discussions; they also make our class more interesting!

Post-lecture – I will make myself available for a few minutes after class for you to ask questions, clarify concepts or issues, discuss anything advertising related, or try to help out with any issues that you may have as long as I'm remotely qualified to consult you on it. Otherwise, I'm always available via Zoom for office hours upon request.

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.

Homework that is not submitted by the posted due date and time will incur a 10% grade reduction for each 24-hour period that it is late, up to five days. After five days, no late homework will be accepted.

Missing an activity or exam without permission results in a zero. Under circumstances where the student misses a quiz, activity or 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)   45%
- Homework (3)   30%
- Group project   20%
- Attendance   5%

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	< 62%

Please note: All grades are based on the whole number score that you receive. There will be no rounding of grades. For example, an 89.1, 89.5, and 89.9 are all considered an 89 and therefore a grade of B+.

Student Evaluations

As an instructor, I appreciate hearing your feedback on this course. Feedback is encouraged and can be provided online through evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Results of all course assessments are available to students at https://evaluations.ufl.edu/results

Extra Credit:

You will have the opportunity to earn extra credit points for participation in an approved CJC research pool through the SONA research management system.

- **A maximum of 1.0 SONA credit is available for 60 minutes of completed research**
- 1.0 SONA credit = 10 pts. of extra credit
- All SONA extra credit will be applied to your total exam score for the semester
- If you complete less than 60 minutes of SONA research you will be awarded partial extra credit (15 min. = .25 SONA credit, 30 min = .50 SONA credit, 45 min = .75 SONA credit).
- No additional extra credit will be given for research participation that exceeds 1.0 SONA credit (60 minutes)

In order to participate in this optional extra-credit you must register for research participation through CJC's SONA research management system (https://ufl-cjc.sona-systems.com (Links to an external site.)). Please register a SONA account and choose studies to participate in to receive extra credits for this class.

Check SONA regularly to see what studies have become available. Typically, studies become available around the third week of the semester. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate, and research opportunities will be limited by the end of the semester. Most students prefer to participate early in the semester when their course loads are the lightest.

- If you need additional information on setting up a SONA account, please see this video:
  https://youtu.be/_1OnT2ZU6QQ

U Matter, We Care

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

Week	Day / Date	Topic	Reading	Assignment
1	Mon. 1/11	*Introduction to Course & Case Studies*		In-class branding question
	Wed. 1/13	*What is Branding?*	**Reading (Canvas Module 1):** *Branding articles* **Case Studies**: *Amazon.com, Mastercard*	
2	Mon. 1/18	**NO CLASS – MLK Jr. Day**		
	Wed. 1/20	*Branding & Marketing Managing the Brand & Brand Elements*	**Reading (Canvas Module 2):** "Introduction to Branding" **Case Studies**: *Coca-Cola, Starbucks*	Assignment #1 handed out (Design Audit)
3	Mon. 1/25	*Brand Equity, Brand Positioning*	**Case Studies**: *ACHC, Adanu*, IBM 100 Icons of Change, IBM Watson	
	Wed. 1/27	*Market Segmentation, Brand Strategy*	**Case Studies**: *Beeline, Jawwy from STC,* Cooper Hewitt	**Assignment #1 due**
4	Mon. 2/1	*Brand Awareness, Brand Image*	**Case Studies**: RideKC Streetcar, Ohio & Erie Canalway	
	Wed. 2/3	**EXAM #1**	**EXAM #1** Covers all materials during weeks 1-4	
5	Mon. 2/8	*Brand Identity, Brand Architecture*	**Reading (text):** p. 1-33	
	Wed. 2/10	*Brand Identity, Brand Architecture*	**Case Studies**: Peru, Sydney Opera House	
6	Mon. 2/15	*Brand Ideals, Brand Values*	**Reading (text):** p. 34-53 **Case Studies**: Ansible, (Red)	
	Wed.2/17	*Brand Ideals, Brand Values*	**Case Studies**: Southwest Airlines, Vueling	
7	Mon. 2/22	*The Design of Brand Elements*	**Reading (text):** p. 54-69 **Case Studies**: Credit Suisse, Boston Consulting Group	
	Wed. 2/24	*The Design of Brand Elements*	**Case Studies**: Laughing Cow, Mack Trucks	Assignment #2 handed out (Brandmark Audit)
8	Mon. 3/1	*Brand Dynamics, Brand Trends*	**Reading (text):** p. 70-93 Cooper Hewitt Smithsonian Design Museum, Smithsonian Natl. Air & Space Museum	
	Wed. 3/3	*Brand Dynamics, Brand Trends*	**Case Studies**: Action Against Hunger, Global Handwashing Day	**Assignment #2 due**

9	Mon. 3/8	*Rebranding*	**Reading (text):** p. 94-103 **Case Studies:** Mural Arts Philadelphia, Philadelphia Museum of Art	
	Wed. 3/10	**EXAM #2**	**EXAM #2** Covers all materials during weeks 5-9	**EXAM #2**
10	Mon 3/15	*The Branding Design Process*	**Reading (text):** p. 104-119	
	Wed 3/17	*The Branding Design Process, Brand Research*	**Case Studies:** City of Melbourne, Nizuc	
11	Mon. 3/22	**Group project [work from home optional for in-class students]**		Group project handed out
	Wed. 3/24	**NO CLASS – Imaginary Spring Break**	*Enjoy! Breathe! Replenish!*	
12	Mon. 3/29	*Brand Audits*	**Reading (text):** p. 120-135 **Case Studies: Case Studies:** Mozilla, Quartz	**Group project presentations**
	Wed. 3/31	*Clarifying Strategy, The Brand Brief*	**Reading (text):** p. 136-147 **Case Studies:** Fred Hutch, Spectrum Health	Assignment #3 handed out (Brand Guide Audit)
13	**Mon. 4/5**	*Designing Brand Identity*	**Case Studies:** PNC, ACLU	
	Wed. 4/7	*Designing Brand Identity*	**Reading (text):** p. 148-165 **Case Studies:** Budweiser, Coors Light	**Assignment #3 due**
14	Mon. 4/12	*Creating Brand Touchpoints*	**Reading (text):** p. 166-192 **Case Studies:** Pitney Bowes, Santos Brazil	
	Wed. 4/14	*Creating Brand Touchpoints*	**Case Studies:** SocialSecurity.gov, Boy Scouts	
15	Mon. 4/19	*Managing Brand Assets*	**Reading (text):** 192-207 **Case Studies:** Deloitte, LinkedIn China	
	Wed. 4/21	**EXAM #3**	**EXAM #3** Covers all materials during weeks 10-15	
16	**Wed. 12.16**	**HOLD FOR FINAL EXAM (IF NEEDED)** **3:00 – 5:00 pm**		