“Eat More Chicken:” Examining a Lovemark Brand From the Inside Out
Branding Course ADV 3403 Fall 2018
Instructor: Amanda Sams Bradshaw  Contact: abradshaw1@ufl.edu
Office Hours: Office G215G, 1 hour prior to class or by appointment

Days/Times: Mondays – Period 9; Wednesdays- Periods 8-9
Location: Weimer Hall Room 2056
College of Journalism and Communications
University of Florida

I. Primary Course Objectives:
• Identify, explain, and analyze the elements that create a strong brand.

• Illustrate how to build brand equity including developing strong, emotional connections with consumers.

• Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

• Assess how social and digital media may be utilized to express brand values and achieve brand growth goals in a competitive global marketplace.

• Formulate and assess brand marketing programs, and measure and interpret brand performance.

• Produce a comprehensive brand audit for a Fortune 500 company; critique the brand using SWOT analysis and recommend strategic, measurable objectives.

II. Secondary Course Objectives
• Design and construct your personal brand, compare and contrast social media platforms, and synthesize writing and presentation skills to present one cohesive image.

• Analyze career goals and applications in the context of a global brand versus a local/regional brand and distinguish brand management strategies for each.
III. Course Description

Consumers today are swamped with 24/7 information overload; which products and services will they be drawn to and from which company? Brands today are more important than ever before. It’s not just the catchy mission statement, bright colorful logo, and a TV jingle that attracts attention but a constant, consistent effort to build relationships with consumers and engage in two-way communication using digital and social media. We will dive into the processes and strategies brands use to create everyday surprises and spark emotional connections that build brand equity and ultimately generate loyalty beyond all reason: the most successful of all brands, lovemarks. Through the lens of fast food chicken mogul, Chick-fil-A, we will investigate strategies that this company and others use to express brand values, formulate a brand identity, segment consumers, and find a position in the marketplace that makes their company the seemingly only option to fill a need.

- *Brand Aid* by Brad Van Auken ~ $22
- *Platform: Get Noticed in a Noisy World* by Michael Hyatt ~$10
- *The Brand Gap* by Marty Neumeier ~ $20
- Notebook to take notes the old fashioned way (pencil & paper)
- OPTIONAL: *The Social Media Bible: Tactics, Tools & Strategies for Business Success, Third Edition* by Lon Safko ~ $16

IV. Materials To Buy

24 Hours Post-Grading Policy

After you receive a grade, please wait at least 24 hours to contact the instructor. If you are displeased or wish to set up a meeting to ask questions, we can do so at that time. This grace period gives you time to reflect on your grade and to devise constructive questions.

Cell phones and laptops can be distracting to other students as well as the instructor; as such, they should be turned off and put away during class unless instructed in advance to bring for a specific in-class activity.

If you wish to take notes on a laptop, please submit a 3-page double-spaced essay to the instructor explaining your need for this device no later than the third class meeting. You will be assigned a seat on the first 2 rows of the class and must email your notes to the instructor on a weekly basis to demonstrate that you are using the device only for note taking.

V. Rules, Regulations, & Recipes for Success
Food & Drink Policy

In the interest of maintaining the cleanliness of UF classrooms, you may bring a drink with you to class as long as it has a cap. Other food and beverages are prohibited. If

Attendance Policy

As a college student, you are an adult, and as such, you are ultimately responsible for attending class, completing all coursework, exams, deadlines, and projects in a timely manner. You are expected to be in class each week on time. Students arriving more than 10 minutes past the time that class begins will not be permitted to enter the room.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx. Please note that attendance may or may not be taken each class period using the Attendance One app, a sign in sheet, or any other means at the instructor’s discretion.

Each student is allowed two personal absences; these can be taken because you are ill, because your dog ate your homework, or because you simply wish to sleep in. Do not contact the instructor with excuses on the first two occasions that you miss class barring extreme circumstances. You should contact other students in the class to obtain notes from lectures or view the Powerpoint slides on Canvas; however, note that certain material on the midterm exam and brand audit project will only be discussed verbally in class and cannot be accessed later via Canvas.

Due to the nature of this course, 20% of your grade generates from active participation in class. These activities may include but are not limited to: random reading quizzes, in class writing assignments, group activities, and time sensitive Canvas discussion board reflections. If you miss any of these activities, please do not ask to make them up. By enrolling in this course, you are committing to actively engage in this class just as I am committing to prepare for each class and give you the tools that you need to succeed. These activities are designed as a reward for those students who are fulfilling their end of the bargain.

Deadlines & Extensions: Unless an extraordinary circumstance arises, such as a medical or family emergency, deadlines are firm. Please email the instructor if you have questions or

Extra Credit: Throughout the semester, in-class activities and games may be available to give participants opportunities to earn extra points – another incentive to be in class!

Additionally, 1 extra credit point will be offered for research participation
through CJC’s SONA research management system (https://ufl-cjc.sona-systems.com). Please register for 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, it is not until around maybe the third week of the semester that studies will become available. 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. Please see this video below for how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ If you have any questions, please contact the CJC SONA administrator through this email: uf-cjc-sonasystems@jou.ufl.edu.

VI. Academic Dishonesty and University of Florida Honor Pledge

• What is plagiarism?
  o 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:
  o Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution
  o 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
  o Unauthorized use of materials or resources
  o Prohibited collaboration or consultation
  o Submission of paper or academic work purchased or obtained for an outside source

• For more information, please see the UF Plagiarism Policy: http://regulations.ufl.edu/chapter4/4041.pdf.

All UF students are bound by The Honor Pledge which states:

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The Honor Code (http://www.dso.ufl.edu/sscr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Please detach, sign, and date and return this page to the instructor by no later than the second class meeting. By signing, you are agreeing
to abide by the regulations outlined. Retain a copy for your records, and refer back to the UF website for additional information.

_________________________________________  _______________
Student Signature                               Date

VII. Course Schedule

<table>
<thead>
<tr>
<th>Module</th>
<th>Topic</th>
<th>Readings (Due by Monday prior to module unless otherwise specified)</th>
<th>Homework Assignments</th>
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</thead>
</table>
| 1      | Intro/Syllabus Review/Basics of Branding        | • Read article on Lovemarks (Canvas)  
• Read Kevin Roberts’ Love and Respect Axis (Canvas)  
• Read Brand Gap: Introduction, pgs. 1-18  
• Optional: Social Media Bible-Chapters 1 & 2 | • Syllabus Quiz  
• Brand Scavenger Hunt/Reflection Essay  
Due By Noon on Mon. 8/27 |
| 2      | Creating Emotional Connections: How do People Become Loyal to Brands? | • Read Brand Aid Chapters 1 & 14- “A Brand Is A Friend” pgs. 2-20 and “Creating the Total Brand Experience” pg. 188-198  
• Platform Part One: Start With Wow pg. 3-26  
• Establishing an Emotional Connection with Customers Article  
• Emotional Marketing Article  
• Emotional Connection with Customers Article  
• Customer Experience Article:  
• Watch “Connecting with Consumers Through Empathy” By Hallmark Business Connections video  
• Watch 2 YouTube videos  
• Optional: Social Media Bible Ch. 3- Not Your Father’s Email pg. 61-82 | None |
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<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings and Activities</th>
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| 3 | Brand Identity: Core Values and Brand Promise | **Brand Aid** by Brad VanAuen-Chapter 1 - A Brand is a Friend  
*Read the rest of *Brand Gap ENTIRE book- short, easy read  
*Read article: “Branding in the Age of Social Media”  
*Read article: “190 Brilliant Examples of Company Values”  
*Read article: “The Wal-Mart Way is the Sam Walton Way”  
*Read article: “A Case Study in Commodity Innovation”  
*Read article: “Companies That Failed to Innovate and What Happened to Them”  
*Read article: The Damage Brands Suffer from Breaking Promises” | **Discussion Board 1 due by Friday, 9/7 at 11:59 PM**  
*Watch Online Lecture by Wednesday 9/5 and complete any activities as directed |
| 4 | Brand Inventory: Designing Brand Elements | **Platform, Get Noticed in a Noisy World Part 2** Chapters 8-16; pgs. 33-66  
*Read Brand Aid Parts 1 & 2 (Chapters 1-7; pgs. 2-80) **Note you should have already read Chapter 1 of Part 1- “A Brand is a Friend”  
*Read article: “The Growth of Luxury Brands”  
*Read article: “7 Reasons Why McDonald’s Crushes Burger King Year After Year”  
*Read article: “Burger King as Fries King”  
*Read article: “Best Fast Food Marketing Campaigns”  
*Read article: “Birth of a Brand (Food Industry)”  
*Watch and read John Cassimus State of the Restaurant Industry (video)  
**Turn in Brand Gap team assignment and quiz questions by Wednesday, 9/12 at Noon**  
*Take open-note quiz on Canvas by Monday, 9/17 at Noon (opens Sunday at Midnight) |
| 5 | Establishing a Niche in Marketplace | **Brand Aid- Part 3: Building the Brand** (Chapters 8-14; pgs. 82-188)  
*Read article: “The Growth of Luxury Brands”  
*Read article: “7 Reasons Why McDonald’s Crushes Burger King Year After Year”  
*Read article: “Burger King as Fries King”  
*Read article: “Best Fast Food Marketing Campaigns”  
*Read article: “Birth of a Brand (Food Industry)”  
*Watch and read John Cassimus State of the Restaurant Industry (video)  
**Midterm Review Study Guide Questions (Not graded) |
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings/Assignments</th>
</tr>
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<tbody>
<tr>
<td>6</td>
<td>Integrated Marketing Communications Programs for Brands in Digital Age</td>
<td>Midterm Exam on Monday, 9/24 No readings; watch TED Talk on Canvas None</td>
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</tbody>
</table>
• Brandwatch Blog: How To Conduct a Brand Audit: https://www.brandwatch.com/blog/brand-audit/  
• Watch Soda Stream Brand Audit Example  
• Platform Part Three: Chapters 17-32, pgs. 69-123  
• Social Media Bible: Part Two: Strategy Chapters 22-26; Pgs. 539-589  
• Discussion Board: Ideas for Evaluating Brands Due by Friday, 10/5 at 11:59 PM  
• SWOT Analysis on Soda Stream due by Friday, 10/5 at 11:59 PM |
Read the following article: (Diet Coke relaunch- what does this look like-literally?) https://www.marketingweek.com/2018/01/17/mark-ritson-diet-coke-relaunch/  
• Discussion Board on Toys-R-Us due by Friday, 10/12 at 11:59 PM |
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<tr>
<th>Week</th>
<th>Topic</th>
<th>Activities</th>
<th>Due Dates</th>
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| 9    | Personal Branding and Authenticity | • Watch this Ted Talk Video: *What Brands Can Learn From Online Dating:* https://www.ted.com/talks/sarah_willersdorf_what_brands_can_learn_from_online_dating#t-150937  
  • Read Forbes Article on Building Your Personal Brand  
  • *Platform* Part 4 Chapters 33-51 (pgs. 127-189) | • Resume/Personal Branding Statement due on Monday, 10/22 at Noon |
| 10   | Branding Beyond Products: Healthcare | • Watch Badger Car Commercial: https://www.youtube.com/watch?v=b-Xf5tC8VUY  
  • Watch “The Hot Doctor” video  
  • Read Ad Age article about St. Jude’s  
  • Read article about how St. Jude’s effectively uses Instagram stories: | Write a one-page reflection essay entitled “What I Learned About Branding from the Guest Speaker” due on Monday, 10/29 at Noon |
| 11   | Developing Effective Brand Evaluation Plans | Readings listed on Canvas | Draft of Brand Audit – due by Noon on Wednesday, 11/7 |
| 12   | Special In-Depth Look at Social Media Branding and Evaluation Metrics | Readings listed on Canvas | None |
| 13   | Branding in a Global Marketplace: Multiculturalism | Readings listed on Canvas | 2-page Reflection Essay 3 about Multiculturalism and Branding in a Global Marketplace - Due Monday, 11/19 at Noon |
| 14   | Beyond the Brand Local Brands vs. Regional vs. International | Readings listed on Canvas | |
| 15   | Beyond the brand: Managing brand equity for long-term success; brand extensions | Readings listed on Canvas | |

**Notes:**
- **Week 14:** No class meeting on Monday, 11/26. Work on the project on Wednesday, 11/28.
- **Week 15:** No class on Monday, 11/12 - Holiday.
VIII. Major Assignments

- Brand Scavenger Hunt
- Attendance/Participation
- Resume/Personal Branding Statement
- Midterm Exam
- Draft of Brand Audit through SWOT Analysis stage
- Final-Brand Audit Report (see outline attached)

*(More information is available on Canvas.)*

IX. Grading

**Total Points Available: 1000**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Brand Scavenger Hunt</td>
<td>5%</td>
</tr>
<tr>
<td>Attendance/Participation (includes 5 random reading quizzes (20 pts), 3 reflection essays (20 pts), syllabus quiz (10 pts), and 3 discussion activities (10 pts))</td>
<td>20%</td>
</tr>
<tr>
<td>Resume/Personal Branding Statement</td>
<td>5%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>30%</td>
</tr>
<tr>
<td>Submit Draft of Brand Audit Through SWOT Analysis Stage for Instructor Feedback</td>
<td>5% (100 if submitted; 0 if not).</td>
</tr>
<tr>
<td>Brand Audit</td>
<td>35%</td>
</tr>
</tbody>
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Current UF Grading Policies:

X. Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation.

AMANDA BRADSHAW
Students with disabilities should follow this procedure as early as possible in the semester.

XI. **Online Course Evaluations**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at [https://evaluations.ufl.edu](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. Summary results of these assessments are available to students at [https://evaluations.ufl.edu/results/](https://evaluations.ufl.edu/results/).
XII. Additional Information/Helpful Resources

As the instructor of this course, I want to see you succeed beyond your wildest aspirations. I am available to meet with you one on one during office hours or by appointment. If you are struggling in the course or worried about anything, do not hesitate to reach out as early as possible to resolve the issue. Please do not wait until the last minute or right before grades are due. If you need assistance beyond what I may give you, please consider the following resources:

- University Police Department: (352) 392-1111 or 9-1-1 for emergencies.

- Counseling and Wellness Center, FREE for students: http://www.counseling.ufl.edu/cwc/Default.aspx, (352) 392-1575

- Writing Studio, FREE for students: https://writing.ufl.edu/writing-studio/hours-and-location/, (352) 846-1138. Writing Studio is located in 302 Tigert Hall.