

**ADV3403
Branding
Spring 2019 Syllabus**

Instructor: Dan Windels

Class Time: Mon., Wed., Fri. 8:30-9:20 am (Period 2)

Class Location: Little Hall (LIT) 0101

Email: dwindels@ufl.edu

Office: Weimer Hall 1013 (Between CJC reception and The Agency)

Office Hours: Mon. & Thurs. 10:00 am – 12:00 (or by appointment)

Phone: 352-273-3066

Teaching Assistant: Amanda Sams Bradshaw

Office: Weimer G215G (ground/basement level)

Office Hours: By 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. Having worked at ad agencies in Austin, Chicago, and Baton Rouge I love everything advertising, so please feel free to reach out. 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.

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 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.

Required Text:

Keller, Kevin Lane (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). New York, NY: Pearson Education Inc. publishing as Prentice Hall.

There are two options through UF for getting our textbook.

- Electronic copy through our Canvas page (discounted price through UF All Access)
 - See access instructions on Canvas home page and on back of syllabus (paper copy only).
- Hard copy options can be purchased through the UF Bookstore.

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 develop 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.

Useful Industry Websites on Branding:

These websites will help you link our classroom discussions and learning to real-world branding challenges in the marketplace. We will periodically have discussions (in-class or on Canvas) that will incorporate articles from these sites.

- <https://www.brandingmag.com/>
- <http://www.brandquarterly.com/>
- <http://www.transformmagazine.net/>
- <https://www.brandpackaging.com/>

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 10 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 is imperative to facilitate learning the key concepts covered this quarter. Your attendance at each class will be monitored. I will also take note of students who frequently come late to class or leave early from class, which may negatively impact your grade. Each student is allowed to miss two classes without penalty to their final

attendance. Any absence on a quiz, exam, or group project presentation date will require valid documentation to avoid receiving a zero.

Participation is also key to your success in this class. I encourage everyone to actively participate in class discussions. I will be monitoring the participation rate of each student as the semester progresses. Note that participation is not based solely on the quantity of comments, but also on the quality of your comments. For example, I will consider how your questions help us understand difficult passages, and how your contributions further discussion rather than hinder discussion.

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.

Under circumstances where the student misses a quiz or exam due to unanticipated reasons, students will have 3 business days (i.e., 72 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid documentation supporting the reason for the absence is required.

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 50%
- Homework 35%
- In-class activities/quizzes 10%
- Attendance/participation 5%

Final Course Grading Scale:

A	93-100%	C	74-76%
A-	90-92%	C-	70-73%
B+	87-89%	D+	67-69%
B	84-86%	D	64-66%
B-	80-83%	D-	60-63%
C+	77-79%	E	Below 60%

Please note that all final grades will be rounded up or down to the nearest whole number. For example, if you receive a 93.45% or above it will be rounded up to a 94%. If you receive a 93.44% it will be rounded down to a 93%.

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	Mon. 1.7	Introduction to Course and Semester		In-class intro questionnaire
	Wed. 1.9	Brands & Brand Management	Ch. 1	Hand out Homework #1
	Fri. 1.11			
2	Mon. 1.14	<i>Brand Equity & Brand Positioning</i>	Ch. 2	
	Wed. 1.16			Homework #1 due
	Fri. 1.18			
3	Mon. 1.21	NO CLASS – MARTIN LUTHER KING JR. DAY	Ch. 3	
	Wed. 1.23	<i>Brand Resonance & The Brand Value Chain</i>		Hand out Homework #2
	Fri. 1.25			
4	Mon. 1.28	<i>Choosing Brand Elements to Build Brand Equity</i>	Ch. 4	
	Wed. 1.30			Homework #2 due
	Fri. 2.1			
5	Mon. 2.4	<i>Designing Marketing Programs to Build Brand Equity</i>	Ch. 5	
	Wed. 2.6			
	Fri. 2.8	Exam #1	Exam #1	Ch. 1 - 5
6	Mon. 2.11	<i>Using IMC to Build Brand Equity</i>	Ch. 6	
	Wed. 2.13			Hand out Homework #3
	Fri. 2.15			
7	Mon. 2.18	<i>Leveraging Secondary Associations to Build Brand Equity</i>	Ch. 7	
	Wed. 2.20			Homework #3 due
	Fri. 2.22			
8	Mon. 2.25	<i>Developing Brand Equity Measurement</i>	Ch. 8	
	Wed. 2.27			Hand out Homework #4
	Fri. 3.1			

9	3.4 – 3.8	NO CLASS – SPRING BREAK		
10	Mon. 3.11	<i>Measuring Sources of Brand Equity</i>	Ch. 9	
	Wed. 3.13			Homework #4 due
	Fri. 3.15			
11	Mon. 3.18	<i>Measuring Sources of Brand Equity</i>	Ch. 10	
	Wed. 3.20			
	Fri. 3.22	Exam #2	Exam #2	Ch. 6 - 10
12	Mon. 3.25	<i>Building & Implementing Brand Architecture Strategies</i>	Ch. 11	
	Wed. 3.27			Hand out Homework #5
	Fri. 3.29			
13	Mon. 4.1	<i>Introducing & Naming New Products & Brand Extensions</i>	Ch. 12	
	Wed. 4.3			Homework #5 due
	Fri. 4.5			
14	Mon. 4.8	<i>Managing Brands Over Time</i>	Ch. 13	
	Wed. 4.10			Hand out Homework #6
	Fri. 4.12			
15	Mon. 4.15	Managing Brands Over Geographic Boundaries & Market Segments	Ch. 14	
	Wed. 4.17			Homework #6 due
	Fri. 4.19			
16	Mon. 4.22	Strategic Brand Management Guidelines Closing Thoughts on Brandings	Ch. 15	
	Wed. 4.24	Exam #3	Exam #3	Ch. 11 - 15
	Fri. 4.26	NO CLASS – UF READING DAYS (4.25 – 4.26)		
Final Exam	Wed. 5.1	3:00 PM - 5:00 PM <u>if needed</u> (hold date)		