

**ADV4930 – Special Topics in Advertising (Cultural Branding)  
Fall 2019 Syllabus**

**Instructor:** Dan Windels

**Class Time:** Wednesday 10:40 am – 1:40 pm

**Class Location:** Weimer 1070

**Email:** [dwindels@ufl.edu](mailto: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

**Course Communication:**

Please email me using the subject line “ADV4930” 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:**

In its purest form, a brand represents our collective thoughts and feelings about a company over time. Iconic brands like Nike, Starbucks, and Vineyard Vines are able to develop both branding and advertising solutions that transform these thoughts and feelings into a genuine passion for their brand.

Cultural Branding, ADV4930, will explore different methods that leading brands use to cultivate this “passion for their brand” over time. We will pay special attention to consumer needs and how to creatively incorporate these needs into both branding and advertising solutions. In order to facilitate our learning, we will have two client-based projects this semester that will challenge you to develop both strategic and creative solutions that reflect the real wants and needs of a defined cultural group. The end goal of this course is to discover how nuances among different subgroups of people can have a profound impact on both the branding and creative advertising decisions.

**Required Text:**

No required text: There will be readings posted on Canvas to help facilitate our discussions.

**Course Objectives:**

- Recommend appropriate qualitative research techniques for uncover consumer wants and needs
- Understand how to gain access and build trust among qualitative research participants
- Design successful, engaging qualitative research
- Distill research learning into actionable creative insights
- Understand techniques for creative idea generation

- Design and create relevant branding and advertising solutions
- Prepare and present creative recommendations that reflect a genuine understanding of your consumer audience

#### **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:**

Because we only meet once per week, your attendance and active participation for the entire class period will be critical. Attendance and participation will be graded each week. You will be allowed one unexcused absence this semester. Any additional unexcused absences will result in a 0 on that day's attendance and participation score. If you miss multiple classes, you will miss in-class assignments and it will be difficult to pass this course.

**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:

- |                              |     |
|------------------------------|-----|
| • Assignments, Quizzes       | 50% |
| • Presentations              | 20% |
| • Peer Evaluations           | 15% |
| • Attendance & Participation | 15% |

**\*\*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](mailto: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 Class One-on-One Interviews CJC Project Introduction	<i>John Jay on Creativity</i>	Mock one-on-one interviews
2	Wed. 8.29	CJC Secondary Research	<i>What is a Signature Story?</i>	Secondary Research Findings
3	Wed. 9.4	CJC Primary Research	<i>The Art of Focus Groups and Talking to Real People</i>	
4	Wed. 9.11	CJC Primary Research Findings CJC Creative Insights & the Creative Brief	<i>Award Winning Creative Briefs</i>	Share Primary Research Findings
5	Wed. 9.18	CJC Creative Development		
6	Wed. 9.25	CJC Creative Development		Creative Check-in
7	Wed. 10.2	CJC Creative Development CJC Practice Presentations		Creative Check-in
8	Wed. 10.9	<b>CJC Finalize Creative &amp; Presentation CJC Presentations</b>		<b>CJC Presentations</b>

9	Wed. 10.16	Briefing on Subculture Branding Project Secondary Research Primary Research		
10	Wed. 10.23	Subculture Primary Research		Subculture Check-in
11	Wed. 10.30	Subculture Primary Research		Subculture Check-in
12	Wed. 11.6	Subculture Insights & the Creative Brief		Present Subculture Findings
13	Wed. 11.13	Creative Development		Creative Check-in
14	Wed. 11.20	Creative Development		Creative Check-in
15	Wed. 11.27	Creative Development Practice Presentations		Creative Check-in Presentation Rehearsal
16	<b>Wed. 12.4</b>	<b>Final Presentations Post Presentation Discussion</b>	<b>Final Presentations</b>	<b>Final Presentations</b>
	Thurs. & Fri.	UF READING DAYS (12.5 – 12.6)	UF READING DAYS	UF READING DAYS
<b>Final Exam</b>	<b>Wed. 12.11</b>	<b>HOLD DATE FOR FINAL EXAM (if needed) 7:30 am – 10:30 am</b>	<b>Final Exam (if needed)</b>	<b>Final Exam (if needed)</b>