

ADV 3403 – Branding
Summer A 2020 Syllabus

Instructor: Lincoln Lu
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Office: Weimar 2040 (In the east hallway of the Grad Studies wing)
Office hours: By appointment.

Class time: Asynchronous
Class Zoom link: 970-2829-7937

Course Description:

Look around you, what brands do you see? Apple, Facebook, Google, Starbucks, and the University of Florida? When you see or hear or think about these brands, you probably have a gut reaction, whether positive or negative. Sometimes this lines up with what the brand wants you to think about and other times it does not. This is all part of brands and branding.

This course will explore the process 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*, *brand image*, and *brand perception*, and the role they play in the long-term profitability of a company. We will also learn to think creatively and critically about the processes used in advertising and business to design, 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.

Recommended Text:

Wheeler, A. (2018). *Designing brand identity: An essential guide for the whole team* (5th edition). Hoboken: John Wiley & Sons, Inc.

Designing Brand Identity: An Essential Guide for the Whole Branding Team 5th Edition

by Alina Wheeler (Author), Debbie Millman (Foreword)

★★★★☆ 30 ratings

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Additional content will be posted to canvass.

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 involve both primary and secondary research and develop strategic recommendations 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.

Instructor Responsibilities:

My role as an 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. I will ensure that all assignments, exams, quizzes, and other class activities are graded within one week of their due date. If I am unable to meet this timeline, you will be informed as such.

Student Responsibilities:

- Students should attend all classes.
- Students are responsible for all material covered in class (lectures, guest lectures, examples, discussions, videos, etc.), as well as for assigned weekly readings (before the class in which they are assigned for).
- 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.
- 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.

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.

Attendance and Participation:

Attendance will not be taken for this class. As this course is asynchronous, you will be expected to go through the slides on your own and work towards various assignments and the final project on your own as well.

Grades and Make Up Policy

Per UF Attendance Policies for attendance, assigned work, quizzes, and exams, late submissions without advanced notification or documented excuses will not be accepted. However, I understand sometimes things do just get really busy and will try to work with the class to ensure assignments are spaced out fairly. Assignments that are submitted later than the posted due date and time will incur a 10% grade penalty for each 24-hour period that it is late. Missing a quiz, activity, or exam without permission results in a grade of 0%. Under circumstances where the student misses a quiz, activity, or exam due to unanticipated reasons, students will have 2 business days to inform the instructor and negotiate a make up opportunity at the instructor's discretion. In either case, valid, verifiable documentation supporting the reason for the absence is required (Doctor's note, accident report, coroner report, etc.).

You can access the UF Attendance Policy at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

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%

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 from an outside source.

For UF’s Plagiarism Policy visit

<http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>

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.

Student Evaluations:

Students are expected to provide feedback on the quality of instruction in this course by completing online 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. Summary results of these assessments are available to students at

<https://evaluations.ufl.edu/results>.

Course Schedule:

The course schedule lays out the broad topics that will be covered this semester. This schedule should be thought of as a broad overview, and more specific details as well as additional readings will be provided through Canvas. This course will progress through several module that build upon previous lessons, so it is imperative that you keep up with your readings and assignments.

Week	Day/Date	Topic	Reading	Assignment
1	M May 11	Syllabus		
	T May 12	Module 1: Intro to branding	P. 2-17	
	W May 13		P. 18-33	
	R May 14		BMW https://thisisnotadvertising.wordpress.com/2011/07/05/bmw-the-hire/	
	F May 15	Module 1 Exam		
2	M May 18	Module 2: Branding research	P. 120-135	Assignment 1 Due
	T May 19		https://www.wsj.com/articles/planters-pauses-promotion-of-mr-peanuts-super-bowl-funeral-after-kobe-bryant-dies-11580151750	
	W May 20		https://journals.sagepub.com/doi/pdf/10.1177/1354856514531531	
	R May 21		https://www.theverge.com/2019/10/31/20938739/hot-ones-sean-evans-youtube-guests-gordon-ramsey-idris-elba-late-night-tv	
	F May 22	Module 2 Exam		
3	T May 26	Module 3: Building brands	P. 34-69	Assignment 2 Due
	W May 27		https://www.smashingmagazine.com/2015/06/design-principles-compositional-balance-symmetry-asymmetry/	
	R May 28		P. 148-165	
	F May 29	Module 3 Exam		

4	M June 1	Module 4: Managing brands	P. 136-147	Assignm ent 3 Due
	T June 2		P. 192-209	
	W June 3		P. 166-191	
	R June 4		P. 94-103	
	F June 5	Module 4 Exam		
5	M June 8	Module 5: Branding futures	P. 70-93	Assignm ent 4 Due
	T June 9			
	W June 10			
	R June 11			
	F June 12	Module 5 Exam		
6	M June 15		https://www.linkedin.com/learning/illustrator-cc-2019-essential-training	Assignm ent 5 Due
	T June 16		https://www.linkedin.com/learning/logo-design-techniques-3	
	W June 17			
	R June 18	Final Project Presentati ons		
	F June 19	Final Project Presentati ons		

Grading Components:

Exams (5)	25%
Homework assignments (5)	25%
Final Project	30%