ADV 3403 – Branding

Fall 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: 3-4pm on Mondays, 3-5pm on Wednesdays. However, we will not have meeting sessions on Mondays, rather, you'll find readings for that week, assignments, updates, etc posted on Monday, with expectations that they be completed before we meet. We will take advantage of the longer sessions on Wednesday and meet then. Please come to the Wednesday Zoom sessions prepared and ready to engage.

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 and 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 brand. 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.

Required Text:

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

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 ad 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 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.

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 online, you will be expected to go through the material, various assignments, and the final project on your own. Additionally, please have readings and assignments/activities completed before our synchronous sessions on Wednesday to be able to engage in active dialogue with your peers.

Course Assignments

As this course is online, all graded materials will be submitted via Canvas. This will include exams, "in-class activities", assignments, and the final project. This class will be divided into several modules, each will unlock and provide further information on assignments.

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 (Links to an external site.)

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/ (Links to an external site.)

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 (Links to an external site.)

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 (Links to an external site.)

- 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 professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/ (Links to an external site.). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/ (Links to an external site.). Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/ (Links to an external site.).

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	Ass

1	M Aug 31	Module 1: Intro to Branding	P. 2-17, 18-33	Act
	W Sep 2		Zoom Class	
2	M Sep 7		Holiday/No Class	
	W Sep 9		BMW https://thisisnotadvertising.wordpress.com/2011/07/05/bmw-the-hire/	
3	M Sep 14			Exa
	W Sep 16	Module 2: Branding research	P. 120-135	Ass Due
4	M Sep 21		https://www.wsj.com/articles/planters-pauses-promotion-of-mr-peanuts-super-bowl-funeral-after-kobe-bryant-dies-11580151750	Act Due
	W Sep 23		https://journals.sagepub.com/doi/pdf/10.1177/1354856514531531	
5	M Sep 28		https://www.theverge.com/2019/10/31/20938739/hot-ones-sean-evans-youtube-guests-gordon-ramsey-idris-elba-late-night-tv	Act Due
	W Sep 30			
6	M Oct 5			Exa

	W Oct 7	Module 3: Building brands	P. 34-69	Ass Due
7	M Oct 12		https://www.smashingmagazine.com/2015/06/design-principles-compositional-balance-symmetry-asymmetry/	Act Due
	W Oct 14		P. 148-165	
8	M Oct 19			Act
	W Oct 21			
9	M Oct 26			Exa
	W Oct 28	Module 4: Managing Brands	P. 136-147	Ass Due
10	M Nov 2		P. 166-209	Act Due
	W Nov 4		P. 94-103	
11	M Nov 9			Exa
	W Nov 11		Holiday/No Class	

12	M Nov 16	Module 5: Branding futures	P. 70-93		Ass Due
	W Nov 18				
13	M Nov 23		https://www.linkedin.com/learning/illustrator-cc-2019-essential-training		Act
	W Nov 25		Holiday/No Class		
14	M Nov 30		https://www.linkedin.com/learning/logo-design-techniques-3		Exa
	W Dec 2	Final Project Presentations			Fin due
15	M Dec 7				
	W Dec 9	Final Project Presentations			

Grading Components:

Exams (5)	25%
Homework assignments (4)	20%
Homework Activities	15%
Final Project	30%

Participation   10%