

**ADV3403 – Branding (Section 129A)  
Fall 2020 Syllabus**

**Instructor: Dan Windels**

- **Email:** [dwindels@ufl.edu](mailto:dwindels@ufl.edu)
- **Office:** Weimer 1013 (between CJC reception and The Agency)
- **Office Hours:** Mon. 3-4 pm, Thurs. 10-11 am., or by appt. (email to set up a Zoom conversation).
- **Office Phone:** (352) 273-3066

**Class Meeting Times & Location**

In accordance with policies put in place by the University of Florida to minimize the spread of COVID-19, this class will be taught 100% online until further notice. Attendance is still expected. We will have online instruction via Zoom during our normally scheduled class times. This format will enable us to have interactive discussions about the course content and materials.

- **Time:**
  - Mon. 1:55 PM - 2:45 PM
  - Wed. 1:55 PM - 3:50 PM
- **Class Location:**
  - Online (100%) – Zoom

**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. I spent years working in advertising agencies across the country and I’d be happy to discuss any advertising related questions you may have. Please include as much information as possible in your email so I can provide you with an accurate response. Contacting me through Canvas 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 their 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 will begin answering these questions.

Branding (ADV3403) will explore 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* and the role it plays in the long-term profitability of a company. We will learn to think both creatively and critically about the processes used in the advertising, design, and business world to create, 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.

Course content and exam materials will come from the following sources:

- Course textbook, including the branding case studies in section three
- Lectures, online class discussions, and PPT/PDF presentations

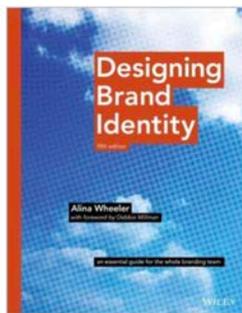
*\*Please note that our lectures, online discussions, and content in PPT/PDF presentations will often have information that is not included in your textbook.*

#### Course Objectives:

- Describe the importance of branding from both an advertising and business perspective
- Identify the steps necessary to build, measure, and manage a brand over time
- Compare and contrast branding decisions made by businesses competing in the same category
- Critique creative design decisions made by established brands
- Describe how primary and secondary research is used to inform strategic thinking
- Analyze how supporting evidence is used to justify key creative design decisions
- Construct persuasive branding recommendations using supporting evidence

#### Required Text:

Wheeler, Alina (2018). *Designing Brand Identity: An Essential Guide for the Whole Team (5<sup>th</sup> edition)*. Hoboken, NJ: John Wiley & Sons, Inc.



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

Alina Wheeler, Debbie Millman (Foreword by)

ISBN: 978-1-119-37541-8 | August 2017 | 336 Pages

<b>E-BOOK</b> Starting at just \$32.99	<b>PRINT</b> Starting at just \$50.00
<input checked="" type="radio"/> E-Book ⓘ	
<b>\$32.99</b>	

#### Options for Textbook

- [UF Bookstore](#) – Hard copy of 5<sup>th</sup> edition available
- [John Wiley & Sons](#) – Publisher’s website with e-book edition available
- Online Book Retailers – Make sure you are selecting the 5<sup>th</sup> edition since content has been updated.

#### Student Responsibilities:

- Students should attend all online classes. I promise this class will be much more enjoyable if you do!
- Students should actively participate in class discussions. These discussions are typically the most rewarding part of the class!
- Be respectful to the diverse range of opinions during any online discussions or group activities.
- 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.
- Students are responsible for checking Canvas frequently for latest class information and updates.
- Any disagreements with grades must be submitted in writing within 5 days of when the grade is posted.

## **“Zoom-Zoom”**

Due to the evolving COVID-19 situation, we will not be meeting in person this semester. Instead, we will have live Zoom lectures and discussions (e.g. synchronous classes) during our normally scheduled Monday and Wednesday class periods. Our class sessions will be audio visually recorded through Zoom for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

## **COVID-19:**

If you are experiencing COVID-19 symptoms, click here for [CDC guidance](#) on symptoms of coronavirus. Please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for [UF Health guidance](#) on what to do if you have been exposed to or are experiencing Covid-19 symptoms.

Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Click here for more information on [UF attendance policies](#).

## **Canvas:**

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 <https://elearning.ufl.edu>.

- UF Help Desk, available 24-7 - <http://helpdesk.ufl.edu>

## **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.

## **University Policy on Accommodating Students with Disabilities:**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (DRC) by visiting their [Get Started](#) page.

- The DRC will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation (NOTE: There is a new DRC format this year)
- 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>

## Attendance and Participation:

*Attendance* – The value of this class will be found in our live Zoom discussions throughout the semester. I will bring in relevant, current, and award-winning branding examples that we can use to discuss core concepts from our readings. Due to the evolving COVID-19 situation, there will be no attendance taken this semester. That being said, I will do my best to make every lecture as engaging as possible. My hope is that you will want to attend.

*Participation* - I realize that not everyone likes participating. Here's my challenge. Try to ask at least one question during class this semester. Your questions are important! They not only help guide our discussions; they also make our class more interesting!

## 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.

Homework that is not submitted by the posted due date and time will incur a 10% grade reduction for each 24-hour period that it is late, up to five days. After five days, no late homework will be accepted.

Missing a quiz, activity, or exam without permission results in a zero. Under circumstances where the student misses a quiz, activity or 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>

## Student Evaluations

As an instructor, I appreciate hearing your feedback on this course. Feedback is encouraged and can be provided online through 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. Results of all course assessments are available to students at <https://evaluations.ufl.edu/results>

## Grading Components:

Student development and mastery of skills will be assessed based on the following items:

- Exams (3) – Honorlock Proctoring 55%
- Homework (3) 30%
- Quizzes – Open Book 15%

## Extra Credit:

You will have the opportunity to earn extra credit points for participation in an approved CJC research pool through the SONA research management system.

- **A maximum of 1.0 SONA credit is available for 60 minutes of completed research**
- 1.0 SONA credit = 10 pts. of extra credit
- All SONA extra credit will be applied to your total exam score for the semester
- If you complete less than 60 minutes of SONA research you will be awarded partial extra credit (15 min. = .25 SONA credit, 30 min = .50 SONA credit, 45 min = .75 SONA credit).
- No additional extra credit will be given for research participation that exceeds 1.0 SONA credit (60 minutes)

In order to participate in this optional extra-credit you must register for research participation through CJC's SONA research management system (<https://ufl-cjc.sona-systems.com> (Links to an external site.)). Please register 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, studies become available around the third week of the semester.** 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. Most students prefer to participate early in the semester when their course loads are the lightest.

- If you need additional information on setting up a SONA account, please see this video:  
[https://youtu.be/\\_1OnT2ZU6QQ](https://youtu.be/_1OnT2ZU6QQ)

## 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	< 62%

*\*\*Please note: All grades are based on the whole number score that you receive. There will be no rounding of grades. For example, an 89.1, 89.5, and 89.9 are all considered an 89 and therefore a grade of B+.\*\**

## U Matter, We Care

[U Matter, We Care](#) serves as the umbrella program for the caring culture at the University of Florida. U Matter, We Care provides students with support and coordination, along with access to a 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	Mon. 8.31	<i>Introduction to Course &amp; Case Studies</i>		In-class branding question
	Wed. 9.2	<i>What is Branding?</i>	<b>Case Studies:</b> <i>Amazon.com, Mastercard</i> <b>Article:</b> <a href="#">Coming Full Circles(s) – Mastercard’s New Logo</a> <b>Article:</b> <a href="#">Pentagram’s New Brand Identity for Mastercard</a>	
2	Mon. 9.7	<b>NO CLASS – LABOR DAY</b>		
	Wed. 9.9	<i>Branding &amp; Marketing Managing the Brand &amp; Brand Elements</i>	<b>Reading (Canvas):</b> Intro. to Branding p. 1-36 <b>Case Studies:</b> <i>Coca-Cola, Starbucks</i>	Assignment #1 handed out (Design Audit)
3	Mon. 9.14	<i>Brand Equity, Brand Positioning</i>	<b>Case Studies:</b> <i>ACHC, Adanu, Canalway, IBM 100 Icons of Change, IBM Watson</i>	
	<b>Wed. 9.16</b>	<i>Market Segmentation, Brand Strategy</i>	<b>Case Studies:</b> <i>Beeline, Jawwwy from STC, Cooper Hewitt</i>	<b>Assignment #1 due</b>
4	Mon. 9.21	<i>Brand Awareness, Brand Image</i>	<b>Case Studies:</b> <i>RideKC Streetcar, Ohio &amp; Erie</i>	
	<b>Wed. 9.23</b>	<b>EXAM #1</b>	<b>EXAM #1</b> Covers all materials during weeks 1-4	
5	Mon. 9.28	<i>Brand Identity, Brand Architecture</i>	<b>Reading (text):</b> p. 1-33	
	Wed. 9.30	<i>Brand Identity, Brand Architecture</i>	<b>Case Studies:</b> <i>Peru, Sydney Opera House</i>	
6	Mon. 10.5	<i>Brand Ideals, Brand Values</i>	<b>Reading (text):</b> p. 34-53 <b>Case Studies:</b> <i>Ansible, (Red)</i>	
	Wed.10.7	<i>Brand Ideals, Brand Values</i>	<b>Case Studies:</b> <i>Southwest Airlines, Vueling</i>	
7	Mon. 10.12	<i>The Design of Brand Elements</i>	<b>Reading (text):</b> p. 54-69 <b>Case Studies:</b> <i>Credit Suisse, Boston Consulting Group</i>	
	Wed. 10.14	<i>The Design of Brand Elements</i>	<b>Case Studies:</b> <i>Laughing Cow, Mack Trucks</i>	Assignment #2 handed out (Brandmark Audit)

8	Mon. 10.19	<i>Brand Dynamics, Brand Trends</i>	<b>Reading (text):</b> p. 70-93 Cooper Hewitt Smithsonian Design Museum, Smithsonian Natl. Air & Space Museum	
	<b>Wed. 10.21</b>	<i>Brand Dynamics, Brand Trends</i>	<b>Case Studies:</b> Action Against Hunger, Global Handwashing Day	<b>Assignment #2 due</b>
9	Mon. 10.26	<i>Rebranding</i>	<b>Reading (text):</b> p. 94-103 <b>Case Studies:</b> Mural Arts Philadelphia, Philadelphia Museum of Art	
	<b>Wed. 10.28</b>	<b>EXAM #2</b>	<b>EXAM #2</b> Covers all materials during weeks 5-9	<b>EXAM #2</b>
10	Mon 11.2	<i>The Branding Design Process</i>	<b>Reading (text):</b> p. 104-119	
	Wed 11.4	<i>The Branding Design Process, Brand Research</i>	<b>Case Studies:</b> City of Melbourne, Nizuc	
11	Mon. 11.9	<i>Brand Audits</i>	<b>Reading (text):</b> p. 120-135 <b>Case Studies:</b> Case Studies: Mozilla, Quartz	
	Wed. 11.11	<b>NO CLASS - VETERAN'S DAY</b>		
12	Mon. 11.16	<i>Clarifying Strategy, The Brand Brief</i>	<b>Reading (text):</b> p. 136-147 <b>Case Studies:</b> Fred Hutch, Spectrum Health	Assignment #3 handed out (Brand Guide Audit)
	Wed. 11.18	<i>Designing Brand Identity</i>	<b>Case Studies:</b> PNC, ACLU	
13	<b>Mon. 11.23</b>	<i>Designing Brand Identity</i>	<b>Reading (text):</b> p. 148-165 <b>Case Studies:</b> Budweiser, Coors Light	<b>Assignment #3 due</b>
	Wed. 11.25	<b>NO CLASS – THANKSGIVING</b>		
14	Mon. 11.30	<i>Creating Brand Touchpoints</i>	<b>Reading (text):</b> p. 166-192 <b>Case Studies:</b> Pitney Bowes, Santos Brazil	
	Wed. 12.2	<i>Creating Brand Touchpoints</i>	<b>Case Studies:</b> SocialSecurity.gov, Boy Scouts	
15	Mon. 12.7	<i>Managing Brand Assets</i>	<b>Reading (text):</b> 192-207 <b>Case Studies:</b> Deloitte, LinkedIn China	
	<b>Wed. 12.9</b>	<b>EXAM #3</b>	<b>EXAM #3</b> Covers all materials during weeks 10-15	
16	<b>Wed. 12.16</b>	<b>HOLD FOR FINAL EXAM (IF NEEDED) 3:00 – 5:00 pm</b>		