

**ADV3403 – Branding
Class# 27750
Spring 2022 Syllabus**

Instructor: Julia Kim

- **Email:** hkim3@ufl.edu
- **Office:** Weimer 2039D
- **Office Hours (virtual):** Thurs. 11:45 am-12:30 pm (or by appointment). NOTE: Please send me an email indicating you'd like to meet for virtual office hours before joining on Zoom. I may be meeting with another student at that same time.
 - Zoom Link (for office hours only): Posted on Canvas

Class Meeting Times & Location (NOTE: We have two different classrooms)

- **Tuesday:** 3:00 pm – 4:55 PM, Weimer Hall, WEIM 1092
- **Thursday:** 4:05 pm – 4:55 pm, Weimer Hall, WEIM 1074

Course Communication:

Please email me using the subject line “ADV3403” with any questions about assignments or class content. Please include as much information as possible in your email so I can provide you with an accurate response. Contacting me through Canvas or directly through email is the most efficient way to communicate. I will make every effort to respond to your email within 24 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, concepts, 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 critically about the processes used in the advertising, communication strategies, 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
- Readings posted to Canvas
- Lectures, 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 as it applies to building brand equity over time
- Identify the steps necessary to build, measure, and manage a brand
- Compare and contrast branding decisions made by businesses competing in the same category
- Articulate branding decisions and elements using concepts learned in class
- 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

Recommended Text:

Keller, K.L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (5th edition)*. Pearson.

Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th edition

Kevin Lane Keller, Vanitha Swaminathan



BEST VALUE	
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Student Responsibilities:

- Students should attend all 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 and will be critical to your success in 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.

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 the students' responsibility to check Canvas regularly and any technical issues regarding Canvas that interferes with your performance in class must be addressed immediately through UF IT.

- Canvas - <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.

COVID-19:

In response to COVID-19, the following policies from the University of Florida are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- Please wear masks in our classroom – [See current CDC updates regarding emerging variants](#)
- Per UF Policy, masks are expected for students, faculty, staff and guests in UF facilities.
- Extra masks and hand sanitizers will also be available in classrooms.
- 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](#).

Academic Accommodations:

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
- 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 familiar with and understand the [UF Student Honor Code Student Conduct Code](#).

University Policy on Plagiarism

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.

Students should be familiar with and understand UF’s Plagiarism Policy as found in the [UF Student Honor Code Student Conduct Code](#).

Attendance

Attendance –The value of this class will be found in our in-person discussions, so it is strongly recommended that all students attend class. Attendance is critical to students’ success in the class. Throughout the semester, there will be in-class exercises and group discussions that will contribute to your final grade. Therefore, attendance and active participation in class is highly encouraged.

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).

Student Evaluations - GatorEvals

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. Look for an email during this time period from GatorEvals or for the GatorEvals link under our Canvas course menu. 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) | 55% |
| • Assignments (3) | 30% |
| • Quizzes | 15% |

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 seven days a week for assistance for students in distress.



Student Recording of Lectures

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited.

Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course.

A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section.

Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services.

A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”

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	Thu. 1.6	<i>Introduction to Course & Case Studies</i>		
2	Tu. 1.11	<i>What is Branding?</i>	Reading: "Q&A w. Turner Duckworth" Ch. 1 (Keller) Case Studies: Amazon.com, Mastercard	
	Thu. 1.13	<i>What is Branding? Cont'd</i>		
3	Tu. 1.18	<i>Brand Equity Brand Elements</i>	Reading: Ch. 2 (Keller) "Introduction to Branding" p.1-19 Case Studies: IBM 100 Icons of Change, IBM Watson	
	Thu. 1.20	<i>Brand Resonance</i>	Ch. 3 (Keller)	
4	Tu. 1.25	<i>Branding & Marketing</i>	Reading: Ch. 4-5 (Keller) Case Studies: Coca-Cola, Starbucks	
	Thu. 1.27	<i>Branding & Marketing Cont'd</i>	Reading: "Advertising & Brand Promotion" p.1-23	Assignment #1 handed out Quiz #1 - Case Studies Week 1-2
5	Tu. 2.1	<i>Brand Strategy</i>	Reading: Ch. 6 (Keller) "Introduction to Branding" p.19-36 Case Studies Beeline, Jawwy from STC	
	Thu. 2.3	<i>Brand Positioning Market Segmentation</i>	Reading: Ch. 2 (Keller) "What is Branding?" "Defining What a Brand Is"	Quiz #2 – Case Studies Week 3-4
6	Tu. 2.8	EXAM #1	EXAM #1 Covers all materials during weeks 1-5	
	Thu. 2.10	<i>Brand Awareness Brand Image</i>	Case Studies: RideKC Streetcar, Ohio & Erie Canalway	
7	Tu. 2.15	<i>Branding Process and Secondary Brand Associations</i>	Reading (text): p. 1-33 Ch. 8 (Keller) Case Studies: Ansible, (Red)	
	Thu. 2.17	<i>Brand Touchpoints and Role of Media</i>	Case Studies: Southwest Airlines, Vueling	
8	Tu. 2.22	<i>Brand Architecture</i>	Reading (text): p. 34-53 Ch. 12-13 (Keller) Case Studies: Peru, Sydney Opera House	
	Thu. 2.24	<i>Brand Architecture cont'd</i>	Case Studies: Credit Suisse, Boston Consulting Group	Assignment #2 handed out

				(Brandmark Audit) Quiz #3 - Case Studies + Reading (Week 6-7)
9	Tu. 3.1	<i>Brand Extensions</i>	Reading (text): p. 54-69 Ch. 13 (Keller) Cooper Hewitt Smithsonian Design Museum, Smithsonian Natl. Air & Space Museum	
	Thu. 3.3	<i>Brand Extensions cont'd</i>	Case Studies: Action Against Hunger, Global Handwashing Day	Assignment #2 due
10	Tu. 3.8	<i>Brand Values</i>	Reading (text): p. 70-93 Ch. 3 (Keller) Case Studies: Laughing Cow, Mack Trucks	
	Thu. 3.10	<i>Brand Measurement, Brand Tracking</i>	Case Studies: Mural Arts Philadelphia, Philadelphia Museum of Art	Quiz #4 - Case Studies + Reading (Week 8-9)
11	Tu. 3.15	EXAM #2	EXAM #2 Covers all materials during weeks 6-10	
	Thu. 3.17	<i>Rebranding</i>	Reading (text): p. 94-103	
12	Tu. 3.22	<i>International Brand Management</i>	Reading (text): p. 104-135 Ch. 15 (Keller) Case Studies: City of Melbourne, Nizuc	Assignment #3 handed out
	Thu. 3.24	NO CLASS		
13	Tu. 3.29	<i>Conducting Brand Research Clarifying Strategy</i>	Reading (text): p. 136-147 Case Studies: Case Studies: Mozilla, Quartz	
	Thu. 3.31	<i>Clarifying Strategy, The Brand Brief</i>	Case Studies: Fred Hutch, Spectrum Health	Assignment #3 due
14	Tu. 4.5	<i>Designing Brand Identity</i>	Reading (text): p. 148-165 Case Studies: PNC, ACLU	
	Thu. 4.7	<i>Branding in the Digital Era</i>	Reading: Ch. 7 (Keller) Case Studies: Budweiser, Coors Light	Quiz #5 - Case Studies + Reading (Week 12-13)
15	Tu. 4.12	<i>Managing Brands</i>	Reading: Ch. 14 (Keller) Case Studies: Pitney Bowes, Santos Brazil	
	Thu. 4.14	<i>Managing Brands Cont'd</i>		
16	Tu. 4.19	EXAM #3	EXAM #3 Covers all materials during weeks 11-15	EXAM #3