

ADV 3403 – Branding

2022 Summer A Syllabus

Instructor: Lincoln Lu

Email: lincolnlu@ufl.edu

Office: Weimar 2040 (In the east hallway of the Grad Studies wing)

Office hours: By appointment.

Class time: Asynchronous

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 reading 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 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 access all class material
- 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 discussions
- 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, discussion posts, 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.).

Additionally, one make-up exam will be held at the end of the semester. This make-up exam may be applied to any one missing quiz, activity, or exam from the rest of the semester. However, the time of this make-up exam will be fixed and non-negotiable. Please see the schedule for more information.

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.

U Matter, We Care

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center

<http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department

392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

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.).

Grading Components:

Exams (5)	25%
Homework assignments (5)	25%
Discussion posts	25%
Final Project	25%

Course Schedule (Subject to change):

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
1	May 9 - 13	Module 1: Intro to Branding	P. 2-17, 18-33
2	May 16 - 20	Module 2: Branding research	P. 120-135
3	May 23 - 27	Module 3: Building brands	P. 34-69, 104-119, 148-165
4	May 31 - June 3	Module 4: Managing Brands	P. 136-147, 166-209, 94-103
5	June 6 - 10	Module 5: Branding futures	P. 70-93
6	June 13 - 17	Final Project	

Course structure:

As you can see from the schedule above, the class is divided into 5 modules, with the final week giving you time to prepare for your final project. The assignments, exams, and discussion posts will all be on canvas, and you'll be able to find more detailed descriptions of each there.

Each week, the class will have the following structure:

Monday: The module will unlock, a full powerpoint file of the module will be uploaded with my audio along each slide. You have the week to work through the pdf and do not need to tackle it all at once.

Tuesday: The discussion post is due. Each week (from week 2 to week 5), students will be assigned to post a discussion post about one of the "Best Practices" profiles found in the second half of the textbook (p. 210 – 309). Weekly discussion posts will be created by the instructor, with students assigned that week to post about their chosen brand/highlight before midnight. In your post, please summarize what aspect of the brand led to it being featured, one element you found to be really innovative, and pose a discussion question about the brand for the rest of the class.

Wednesday: Weekly assignment due. Each week will have a short written response based on the topic of the module. These assignments are designed to get you to start thinking about your final project to make your last week a little easier.

Thursday: Discussion post responses due. Those students who are not assigned to create a discussion post must respond to two (2) posts. In your response post, answer the question posed by the original poster and identify what in the original post you found most interesting. These two responses must be made before midnight but can be made any time before. It is highly encouraged that you continue the dialogue in the discussion posts beyond the mandatory posts and responses.

Friday: Weekly exams. Each week, you'll find a short exam that covers the ideas and topic from that module. The exam will draw from the lecture materials as well as the readings. This means that you will have five (5) exams throughout the semester (there will not be an exam on the last week as that is reserved for your final projects).