College of Journalism and Communications
UNIVERSITY *of* FLORIDA

ADV3403 – Branding
Class# 27717, Section# 652
Fall 2022 Syllabus

Instructor: A. Kix Patterson
- **Email:** akix.patterson@ufl.edu
- **Office:** Weimer 2040
- **Office Hours (in person):**
  - Monday 12:00 pm – 2:30 pm (in-person or Zoom)
  - Thursday 1:00 pm – 3:00 pm (Zoom only)
  - Or by appointment
- Zoom Link for Office Hours (please email me and let me know you want to meet virtually)
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Class Meeting Times & Location
- **Monday:** 3:00 pm – 4:55 PM, MAT0051
- **Wednesday:** 4:05 pm – 4:55 pm, MAT0051

Course Communication:

Please email me with any questions about assignments, class content, or if you just want to talk advertising. I have been working in advertising and branding for many years and I'd be happy to discuss any advertising related questions you may have. I am happy to setup a time to chat during office hours or at another time that works for both of us.

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 will come from the following sources:
- Course textbook, including the branding case studies in section three
- Reading 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 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 (5th edition).* Hoboken, NJ: John Wiley & Sons, Inc.
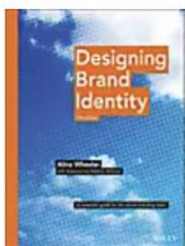
Designing Brand Identity

Edition: 5th

ISBN: 9781118980828

Author: Wheeler

Publisher: John Wiley & Sons, Incorporated

Formats: Hardcover

Options for Textbook
- UF Bookstore – Hard copy and Digital copy of 5th edition available
- John Wiley & Sons – Publisher's website with e-book edition available
- Online Book Retailers – Make sure you are selecting the 5th edition since content has been updated.

Student Responsibilities:
- Students should attend all classes and actively participate in class discussions. Attending class and participating will heavily contribute to your success in the course.
- Be respectful to the diverse range of opinions during any 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.

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 provide relevant and up-to-date content about branding work that relates to the topics, we are discussing each week. I also will provide detailed and critical feedback to help you build your research and decision-making skills for your future as an advertising and branding professional.

I will also provide real-world examples from my experience and bring experts to give insights.

Additionally, I strive to create a classroom environment where everyone can contribute their perspectives, ideas, and questions. I value all insights and become a better professor based on your in-class and external feedback.

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	Wed. 8.24	*Introduction to Course, Case Studies* *Introduction to Brands & Brand Management (1)*		In-class intro & brand question
2	Mon. 8.29	*Brand Equity & Brand Positioning (2)*	**Case Studies**: *Coca-Cola, Starbucks*	
	Wed. 8.31		**Case Studies**: *Coca-Cola, Starbucks*	**Quiz #1 Coca-Cola & Starbucks case studies**
3	Mon. 9.5	**NO CLASS – LABOR DAY**		
	Wed. 9.7	*Building a Strong Brand (3)*	**Case Studies**: *Amazon.com, Mastercard*	Assignment #1 handed out
4	Mon. 9.12	*Designing & Selecting Effective Brand Elements (4)*	**Case Studies**: *Credit Suisse, Deloitte*	
	Wed. 9.14		**Case Studies**: *ACHC, Adanu*	**Assignment #1 due**
5	Mon. 9.19	*Building a Strategic Branding Program (5)*	**Case Studies**: *IBM 100 Icons of Progress, IBM Watson*	
	Wed. 9.21		**Case Studies**: *Beeline, Jawwy from STC*	
6	**Mon. 9.26**	GUEST SPEAKER TBA	GUEST SPEAKER TBA	GUEST SPEAKER TBA

	Wed. 9.28	*Branding & IMC (6)*	**Case Studies**: RideKC Streetcar, Ohio & Erie Canalway **Text:** p 1-33	**Assignment Two Handed out**
7	Mon. 10.3	*Digital Branding (7)*	**Case Studies**: Peru, Sydney Opera House **Text:** p. 33-53	
	Wed. 10.5		**Case Studies**: Cooper Hewitt Smithsonian Design Museum, Smithsonian Natl. Air & Space Museum	
8	Mon. 10.10	*Secondary Brand Associations (8)*	**Case Studies**: Southwest Airlines, Vueling **Text:** p. 54-92	
	Wed. 10.12		**Case Studies**: Ansible, Unstuck	**Assignment #2 due**
9	Mon. 10.17	*Brand Audits, Brand Tracking & Measurement (9)*	**Case Studies**: Action Against Hunger, (Red) **Text:** p. 70-93	
	Wed. 10.19		**Case Studies:** Laughing Cow, Mack Trucks	
10	Mon. 10.24	*Consumer Research & Branding - Qualitative, Quantitative, & Social Listening Methods (10)*	**Case Studies:** Mural Arts Philadelphia, Philadelphia Museum of Art **Text:** p. 94-103	Assignment #3 ASSIGNED
	Wed. 10.26	GUEST SPEAKER TBA	GUEST SPEAKER TBA	GUEST SPEAKER TBA
11	Mon. 10.31	*Brand Architecture (11)*	**Case Studies:** ACLU, Mozilla Text: p. 104-119	
	Wed. 11.2		**Case Studies:** Fern By Hayworth, Shinola Detroit	

12	Mon. 11.7	*Branding New Products & Extensions (12)*	**Case Studies:** Budweiser, Coors Light **Text:** p. 120-135	
	Wed. 11.9		**Case Studies:** City of Melbourne, Nizuc	Assignment #3 DUE
13	Mon. 11.14	*Managing Branding Efforts Over Time (13)*	**Case Studies:** Fred Hutch, Spectrum Health **Text:** p. 136-147	
	Wed. 11.16	*Managing Demographic and Cultural Branding Efforts* (14)	**Case Studies:** Pitney Bowes, Santos Brazil **Text:** p. 148-165	Assignment #4 handed out
14	Mon. 11.21	Continued from Last Week/Work day		
	Wed. 11.23	**NO CLASS – THANKSGIVING**	**Case Studies:** LinkedIn China, Quartz	
15	Mon. 11.28	*Managing Global Branding Efforts* (14)	**Case Studies:** PNC, SocialSecurity.gov **Text:** p. 166-192	
	Wed. 11.30	*The Future of Branding (15)*	**Case Studies:** Global Handwashing Day **Text:** Review 192-207	
16	Mon. 12.5	**Final presentations**		Assignment #4 DUE
	Wed. 12.7	**Final presentations continued if needed.**		
	Thurs. & Fri.	UF READING DAYS (12.5 – 12.6)	UF READING DAYS	UF READING DAYS

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
- Per UF Policy, masks are expected for students, faculty, staff, and guests in UF facilities.
- Extra masks and hand sanitizer 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 <u>UF Health guidance</u> on what to do if you have been exposed to or are experiencing Covid-19 symptoms.
- Course materials will be provided to you, and you will be given a reasonable amount of time to make up work. Click here for more information on <u>UF attendance policies</u>.

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 <u>Get Started</u> 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.
- Accommodations are not retroactive; therefore, students should contact the office as soon as possible during the term for which they are seeking accommodations

Also, let's set up a meeting during the couple of weeks of class to discuss your accommodations. I want to make sure my classroom and curriculum are accessible and that I am providing the best learning environment for every student.

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be familiar with and understand the <u>UF Student Honor Code Student Conduct Code</u>.
University Policy on Plagiarism

<u>Plagiarism Definition</u> - 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 <u>UF Student Honor Code Student Conduct Code</u>.

Attendance & Participation:

Attendance – Studies show that students that attend all or almost all class sessions have higher grades on average. The value of this class will be found in our in-person discussions. I will bring in relevant, current, and award-winning branding examples that we can use to discuss core concepts from our readings. 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. Branding, whether in an agency or in-house at the corporation, is developed through thorough conversations, research and group thinking. The goal of my course is to create a space where you can question everything and grow to love challenging the status quo. Great branding and great success will come from your participation in our discussions.

Grading & Make Up Policy:

We will follow [UF Attendance Policies](#) as it pertains to attending class and assigned work. 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.

Under circumstances where the student misses a quiz or activity 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).

At the end of the day, I strive for you to create detailed, well researched final submissions for your homework assignments. Deadlines are important in the corporate world, but I also understand that you may have a busy schedule during a particular week. Communication is key here. If you think you need an extension or that you may miss a deadline for my class, please let me know as soon as possible. I want to work with you to create amazing projects that prepare you for your career.

Student Evaluations - GatorEvals

As an instructor, I appreciate hearing your feedback on this course. As a Ph.D. student that is training to become a professor, I will use your feedback as I apply for future career opportunities. 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 from GatorEvals or for the GatorEvals link under our Canvas course menu.

Grading Components:

Student development and mastery of skills will be assessed based on the following items:
- Assignments (4)   75%
- In-class quizzes & activities   25%

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 assignment 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)

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.)](https://ufl-cjc.sona-systems.com)). 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

Final Course Grading Scale:

A	90-100%		D	60-69%
B	80-89%		E	< 60%
C	70-79%			

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."