

## **ADV 3403 Branding**

**Class Time:** Online M,T,W,R,F - 11:00 AM - 12:15 PM (Summer A 2023)

**Instructor:** Chelsea Hampton

**Email:** [champton1@ufl.edu](mailto:champton1@ufl.edu)

Virtual office hours via Zoom: M & T - 9:50 AM - 10:50 AM  
or by appointment

### **COURSE DESCRIPTION**

How does a brand help or hinder the success of a company? Why are Nike, Amazon, and Starbucks leaders in their respective industries? 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. 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 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 TEXTS**

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

This textbook has been requested through Course Reserves and should be available to students in Canvas. Additional readings throughout the semester will be linked in Canvas.

### **COURSE WEBSITE**

Information for the course, assignments, and communication will be made available through the Canvas/e-Learning website. Further information and portal access can be found at <https://elearning.ufl.edu/>.

### **ASSIGNMENTS**

The course is structured around interactive lectures and multiple methods of assessment, including group-based and individual assignments, quizzes, and in-class and course module activities.

Participation is important for in-class discussions and group-based work in this course and helps create a more enjoyable and interactive class experience. Part of this will also include five short discussion board assignments, and these provide an opportunity to draw upon additional resources and branding examples

to share with the class. Completion of discussion board assignments must include posting a response to the prompt provided and responding to at least one other student in the class. All assignments are due by the day and time specified in Canvas. Readings are due at the start of class on the date listed.

## **GRADE OVERVIEW**

There are 1,000 points available in this course. Points are accumulated in each module by completing and earning grades for activities and class participation, assignments, and quizzes.

<b>Assessment Components</b>	<b>Total Points</b>
Quizzes (3)	100
Discussion Boards (5)	200
Team-Based Assignments (2)	400
Branding Presentation	100
In-class Participation and Activities	200
<b>TOTAL</b>	<b>1000</b>

## **GRADING SCALE**

93.0-100%	A
90.0-92.9%	A-
87.0-89.9%	B+
83.0-86.9%	B
80.0-82.9%	B-
77.0-79.9%	C+
73.0-76.9%	C
70.0-72.9%	C-
67.0-69.9%	D+
63.0-66.9%	D
60-62.9%	D-
<60%	F

## **COURSE POLICIES**

### **Participation**

Regular, consistent participation is necessary for success in this course and comprises a significant portion of the overall grade through in-class assignments. Contribution to class discussions is expected and supports the overall learning process. If you need to step away from an activity or assignment for a period of time, please let me know via email in advance.

### **Reading Requirements**

In addition to participation, an important predictor of success in this course is how much time you spend reading assigned materials. The course is designed so that (a) lectures and class discussion elaborate on the readings, (b) assignments make use of concepts and processes articulated in the readings, and (c) quizzes test concepts from readings, lectures, and activities. Therefore, it will help you greatly to arrive to class prepared and having read the material.

## **Deadlines**

In principle, all deadlines in this course are final. Exceptions and extensions may be made on a case-by-case basis, if notice is given in advance via a professionally-worded email. The instructor reserves the right to accept or reject requests for extensions.

## **Course Communication**

Course materials and updates will be discussed in class and posted regularly to Canvas. Course-related questions should be sent via Canvas inbox or email using professional communication, and I will typically respond within 24 hours during the M-F work week. If you have not received a reply within 24 hours, please feel free to send me a follow-up email. In the case of emails that may not be addressed over a weekend, I will provide a response on the following Monday. The Canvas system is the preferred mode of course communication.

## **Attendance**

Attendance is expected at all live sessions via Zoom, especially since there will be some flexibility with this schedule throughout the course. Students will be permitted two unexcused absences throughout the course, and attendance records will be taken and will factor into final grades. Absences for reasons recognized by the university (e.g., religious holidays, medical excuses) can be excused, and notice should be given to the instructor in advance whenever possible. You will need to provide proper documentation (e.g., a doctor's note or excused absence letter) for your absence. Unexcused absences beyond this will result in a loss of 1% of the final grade per absence. Further information on UF's attendance policies can be found [here](#). Information on medical excuse notes can be found [here](#). Students are also expected to arrive to class on time.

## **Technology Requirements**

Students are required to have access to a laptop or computer with reliable Internet access, and this course will use Canvas and Zoom for communication and instruction. In addition, students will need the UF VPN (<http://www.uflib.ufl.edu/login/vpn.html>) to access some library resources off-campus, as well as their Gatorlink credentials.

Students will need access to a word processing program (Word or similar) and a presentation program (PowerPoint or similar). UF provides access to virtual versions of these Office programs at UF Apps. You may also need to access online resources such as LinkedIn Learning and industry journals via UF Libraries or its dedicated page for Advertising Research (<https://businesslibrary.uflib.ufl.edu/adv3350>).

In the event of any technology failures (any of the above tools, or Canvas itself), please contact the instructor via email and IT support. In most cases, the problem may involve human error or system maintenance and can be resolved quickly with troubleshoot or patience. Please be proactive in contacting the instructor via email with any technological issues. In the event of persistent technological failure, the instructor reserves the right to specify alternate plans for access and delivery of the activity or assignment.

## **Class Demeanor**

Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in class, and conversations should be constructive and on-topic. If you experience frustration or conflict with a fellow classmate, including within assigned groups for projects, please notify the instructor for help as needed. For issues that may come up within assigned groups in particular, it is best to reach out to the instructor sooner rather than later, and I can try to help navigate issues that may arise and reassign group members if needed. For group-based assignments, it is expected that all group members will contribute to the workload, communicate with one another, and help ensure that the assignments are completed on time.

## **Recordings**

The law permits students 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.

## **UF POLICIES**

### **Honor Code**

You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. I take originality in writing and creative work very seriously, and expect you to fully understand what is considered plagiarism. For helpful information on original work, see:

<https://guides.uflib.ufl.edu/copyright/plagiarism>

<http://oaa.osu.edu/assets/files/documents/hownottoplagiarize.pdf>

<https://plagiarism.arts.cornell.edu/tutorial/index.cfm>

I am always available to discuss any uncertainties or ambiguities before you submit an assignment. You may also use the free iThenticate service via UF to check your work in advance

(<https://elearning.ufl.edu/supported-services/ithenticate/>).

Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at <http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

### **Accommodations**

Students with disabilities requesting accommodations should first register with the UF Disability Resource Center (<https://disability.ufl.edu/about/contact-us/>) at (352) 392-8565 by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester. Please also feel free to reach out to me to discuss the learning environment and any questions you may have.

## Online Course Evaluations

As an instructor and PhD student, please know that I greatly appreciate your feedback and find it helpful for continuing to improve my abilities and work towards becoming a professor. 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/>. 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/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## RESOURCES

### Health and Wellness

*U Matter, We Care* (<https://umatter.ufl.edu/>) If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or (352) 294-2273 so that a team member can reach out to the student.

*Counseling and Wellness Center* (<http://www.counseling.ufl.edu/>) If you would benefit from talking to someone or getting resources to cope with stress or any other thoughts and feelings, please call (352) 392-1575 or visit <https://counseling.ufl.edu/about/location-hours-contact/>.

*Title IX* (<https://titleix.ufl.edu/>) To report sexual assault, harassment, or discrimination, please contact the Title IX office via their website, [inform@titleix.ufl.edu](mailto:inform@titleix.ufl.edu), or (352) 275-1242.

*Student Health Care Center* (<https://shcc.ufl.edu/>) Please visit the website or call (352) 392-1161 for 24/7 information to help you find the care you need.

### Academic Resources

*E-learning Technical Support* (<https://elearning.ufl.edu/keep-learning/>) For help with Canvas and other technologies for this course, contact [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu) or (352) 392-4357 (select option 2).

*Career Connections Center* (<http://www.crc.ufl.edu/>) For career assistance and counseling, contact [UFCareerCenter@ufsa.ufl.edu](mailto:UFCareerCenter@ufsa.ufl.edu) or (352) 392-1601; Located in Reitz Union suite 1300.

*Ask-A-Librarian* (<https://uflib.ufl.edu/find/ask/>) This site provides multiple ways to receive assistance with respect to using the libraries or finding resources.

*Teaching Center* (<https://teachingcenter.ufl.edu/>) This office helps with tutoring, study groups, and general study skills. Visit the website or call (352) 392-2010.

*Writing Studio* (<http://writing.ufl.edu/writing-studio/>) This office helps with brainstorming, formatting, and writing papers. Visit the website to make an appointment, or call (352) 846-1138.

*UF Online/Internet Privacy Statement* (<https://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/>) UF's statement about privacy and data security.

## COURSE SCHEDULE

Assigned readings from the textbook and larger assignments are included. Additional readings and in-class/Canvas module activities will be announced throughout the semester.

Week	Topics	Readings	Assignments
1 5/15 – 5/20	<ul style="list-style-type: none"> <li>- Introduction to Course, expectations, discuss case studies</li> <li>- Branding &amp; Marketing, Managing the Brand</li> <li>- Brand Equity</li> </ul>	<b>Case Studies:</b> Amazon.com, Mastercard, Coca-Cola, Starbucks	<ul style="list-style-type: none"> <li>- Discussion Board I due by end of week</li> </ul>
2 5/21 – 5/27	<ul style="list-style-type: none"> <li>- Brand Elements</li> <li>- Brand Strategy, Brand Positioning</li> <li>- Market Segmentation</li> <li>- Brand Awareness</li> <li>- Brand Image</li> </ul>	<b>Case Studies:</b> IBM 100 Icons of Change, IBM Watson, Beeline, Jawwy from STC, RideKC Streetcar	<ul style="list-style-type: none"> <li>- Discussion Board II due by end of week</li> <li>- Quiz I due</li> </ul>
3 5/28 – 6/3	<ul style="list-style-type: none"> <li>- The Branding Process</li> <li>- Brand Touchpoints, Stakeholders</li> <li>- The Design of Brand Elements</li> </ul>	<b>Case Studies:</b> Southwest Airlines, Vueling, Peru, Sydney Opera House	<ul style="list-style-type: none"> <li>- Discussion Board III due by end of week</li> <li>- Team-based Assignment I due</li> </ul>
4 6/4 – 6/10	<ul style="list-style-type: none"> <li>- Brand Architecture, The Big Idea</li> <li>- Naming</li> <li>- Brand Values</li> <li>- Brand Measurement, Brand Tracking</li> </ul>	Reading (text): p. 54-69 <b>Case Studies:</b> Action Against Hunger, Laughing Cow, Philadelphia Museum of Art	<ul style="list-style-type: none"> <li>- Discussion Board IV due by end of week</li> <li>- Quiz II due</li> </ul>
5 6/11 – 6/17	<ul style="list-style-type: none"> <li>- Rebranding</li> <li>- The Branding/Design Process in Action</li> <li>- Conducting Brand Research</li> <li>- Clarifying Strategy, The Brand Brief</li> </ul>	Reading (text): p. 94-103; p. 104 -147 <b>Case Studies:</b> City of Melbourne, Nizuc, Mozilla, Quartz, Spectrum Health	<ul style="list-style-type: none"> <li>- Discussion Board V due by end of week</li> </ul>
6 6/18 – 6/23	<ul style="list-style-type: none"> <li>- Designing Brand Identity</li> <li>- Creating Brand Touchpoints</li> <li>- Managing Brand Assets</li> </ul>	Reading (text): p. 148-165 Reading (text): p. 166-192 <b>Case Studies:</b> PNC, ACLU, Pitney Bowes, Santos Brazil, Deloitte, LinkedIn China	<ul style="list-style-type: none"> <li>- Quiz III due</li> <li>- Team-based assignment II due by Thursday</li> </ul>

**\*\* DISCLAIMER -** This syllabus represents the instructor's current plans and objectives and is subject to change as needed. As we go through the semester, initial plans for assignments and/or scheduling may need to be adjusted for ongoing class learning at the instructor's discretion.