



ADV3403 – Branding Fall 2025 Syllabus

Instructor: Simona Rivero, M.A.

- **Email:** simonarivero@ufl.edu
- **Office Hours:** By appointment (please email me to set up a time 😊)
- **Office Location:** Weimer Hall (WEIM 2020)

Meeting Times & Location

- **Tuesday:** 3:00 p.m. – 4:55 p.m., Turlington Hall (TUR B310)
- **Thursday:** 3:00 p.m. – 3:50 p.m. Griffin-Floyd Hall (FLO 0100)

Communication

Please do not hesitate to contact me with any questions! Sending a message through Canvas is the best way to reach me. You are also welcome to meet with me in my office or via Zoom (by appointment).

Course Description

Branding (ADV3403) will explore the principles of branding, design, and brand strategy. We will learn to think both creatively and critically about the processes used in advertising and business, which will inform how to build, measure, and manage successful brands. This course will also include an analysis of the role branding can play in helping today's companies connect with a wide array of audiences.

Learning Objectives

- Describe the importance of branding from 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

Academic Accommodations

I am happy to accommodate; please send me your accommodation letter as early as possible in the semester so we can discuss your needs. Students may request academic accommodations through the [Disability Resource Center](#).

Recommended Text

Wheeler, Alina & Meyerson, Rob (2024). *Designing Brand Identity: A Comprehensive Guide to the World of Brands and Branding*, 6th edition). Hoboken, NJ: John Wiley & Sons, Inc.

- [UF Library link to our textbook](#) – free digital copy with automatic access when on campus
- [UF Library VPN or Proxy Server](#) – instructions for accessing a free digital copy when off campus

Grading Components

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

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|-----------------------|-----|
| • Assignment 1 | 25% |
| • Assignment 2 | 25% |
| • Assignment 3 | 25% |
| • In-Class Activities | 25% |

Late Work

Assignments that are not submitted by the posted due date and time will incur a 10% grade reduction per day. After three days, no late assignments will be accepted.

If an emergency prohibits you from being in class on the day of an activity, please let me know as soon as possible so arrangements can be made.

Final Course Grading Scale

A	93-100%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	63-66%
D-	60-62%
E	< 62%

Student Evaluations - GatorEvals

Feedback is encouraged and can be provided online through evaluations at <https://evaluations.ufl.edu>
Results of all course assessments are available to students at <https://gatorevals.ua.ufl.edu/public-results/>

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 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.

University of Florida Campus Resources:

Below is a list of campus resources that may be helpful over the course of the semester, or during your time at the University of Florida.

Health and Wellness Resources

- [U Matter, We Care](#) serves as the umbrella program for the caring culture at the University of Florida. If you or someone you know is in distress, please contact 352-294-CARE (2273), or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- [Counseling and Wellness Center](#): Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- [Student Health Care Center](#): Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center website.
- [University Police Department](#): Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- [UF Health Shands Emergency Room / Trauma Center](#): For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

- [Gatorwell Health Promotion Services](#): For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the Gatorwell website or call 352-273-4450.

Academic Resources

- [E-learning Technical Support](#): Contact the UF Computing Help Desk at 352-392-4357 or helpdesk@ufl.edu.
- [Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.
- [Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- [Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- [Student Complaints On Campus](#): Visit the Student Honor Code and Student Conduct Code webpage for more information.
- [Online Student Complaints](#): View the Distance Learning Student Complaint Process.

Course Schedule

Week	Date	Topic	Assignment
1	Thu, 8/21	Syllabus Overview, Introductions	
2	Tue, 8/26	Branding Career Paths, Branding vs Marketing, Managing the Brand	
	Thu, 8/28	Assignment 1 Overview	
3	Tue, 9/2	Brand Equity, Managing the Brand	
	Thu, 9/4	Brand Strategy	
4	Tue, 9/9	Brand Positioning	
	Thu, 9/11	Strategic Brand Management	
	Sun, 9/14	→	Assignment 1 Due
5	Tue, 9/16	Market Segmentation, Brand Awareness, Brand Image	
	Thu, 9/18	Experiential Marketing, Relationship Marketing, Pricing Strategies	
6	Tue, 9/23	Branding Basics, Brand Identity, Touchpoints, Stakeholders	

	Thu, 9/25	Branding Basics, Brand Architecture, Visual Identity	
7	Tue, 9/30	Brand Ideals, Brand Elements	
	Thu, 10/2	Brand Elements, Wordmarks, Letterform, Pictorial, Abstract, Emblem, Dynamic	
8	Tue, 10/7	Brand Elements, Naming, Characters	
	Thu, 10/9	Assignment 2 Overview	
9	Tue, 10/14	Brand Dynamics	
	Thu, 10/16	Brand Dynamics, Social Media, Apps, AI	
10	Tue, 10/21	Designing Brand Identity	
	Thu, 10/23	The Branding Process	
	Sun, 10/26	→	Assignment 2 Due
11	Tue, 10/28	Conducting Brand Research	
	Thu, 10/30	Conducting Brand Research, Clarifying Strategy	
12	Tue, 11/4	Clarifying Strategy, The Brand Brief	
	Thu, 11/6	Creating Brand Touchpoints	
13	Tue, 11/11	No Class – Veterans Day	
	Thu, 11/13	Assignment 3 Overview	
14	Tue, 11/18	Creating Brand Touchpoints, Managing Brand Assets	
	Thu, 11/20	Managing Brand Assets	
15	Tue, 11/25	No Class – Thanksgiving Break	
	Thu, 11/27	No Class – Thanksgiving Break	
16	Tue, 12/2	Personal Branding (Last Day)	
	Sun, 12/7	→	Assignment 3 Due