

BRAND STORYTELLING CAMPAIGNS – RTV 4930

COURSE INFO

Class: #24326 | Section: KBSC

Meeting time: Mondays, Periods 6-7; 12:50 PM – 2:45 PM

Wednesdays, Period 6; 12:50 PM – 1:40 PM

Meeting place: WEIMER 3324

Instructor: **Kim Fowler** | Office: 1011 Weimer | Phone: 352-846-2839 | k.fowler@ufl.edu

Office hours: Wednesdays, 2:00 PM-3:00 PM and Tuesdays 12:30 PM-1:30 PM

Or by appointment (please email me at k.fowler@ufl.edu to set up)

COURSE DESCRIPTION

In this course, students will get hands-on experience working with clients on brand storytelling needs. Our client this semester is the [Newberry Animal Hospital](#). They are a full-service veterinary hospital with four locations throughout Alachua County. They are locally owned and operated, with no connections to any national veterinary systems. They have a very loyal customer base, often gaining new business by word of mouth or referrals from existing clients. As a local business, they lack big marketing budgets or the benefit of a national marketing campaign that some of the other veterinary services in town have. They are looking for ways to showcase who they are and what makes them special, to expand their customer base and deepen the customer loyalty of their existing customers.



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**VETERINARIANS
IN GAINESVILLE, FLORIDA
NEWBERRY, FLORIDA**

The goal of this course is to teach you, as storytellers, how to thoroughly understand the challenges facing the client, strategize the best way to reach their target audience, and execute a creative production campaign designed to achieve the client's marketing and advertising goals. Throughout the semester you will be working directly with the client at key points to help deepen your understanding of their challenges, propose a campaign solution, and showcase the final deliverables at the end of the course. We will have times throughout the semester that you will be asked to shoot on location at one of their local hospitals. We will coordinate timing and transportation as a group in collaboration with their hospital activities.

You will be working together as a group to plan and conduct research, derive a creative campaign utilizing existing channels of client communication, and execute visual storytelling pieces. This will include conducting interviews, capturing footage, and editing pieces together, as well as project management, creative, and account management skills. Past creative and visual production experience is not required, though some experience is preferred. I will work to prepare you and help you with production equipment and editing software, as well as walking you through the creative and strategy process. Please keep in mind, these campaigns are centered around storytelling, so we will be focused on utilizing longer form visual storytelling as opposed to strictly photography or graphic design.

We will dig into the history of the veterinary hospitals, their competitors, their specific challenges, and the avenues available to reach their target audiences. We will be working with the main marketing client and speaking to staff and doctors at the hospital as well. There is also a chance we might be highlighting current customers of theirs as well.

This is a unique opportunity to dive into real-world client work and see your work published and utilized for a client. The goal of this class is a hands-on, immersive experience working with an actual client. I want you to walk away from this class knowing that your work is something is published and measurable. This brings with it an expectation of professionalism and care for the work you are doing. Unlike spec work, you will be working hand in hand with this client, so this is a great opportunity to collaborate and learn, gaining valuable real-world experience.

COURSE OBJECTIVES

The purpose of this class is for students to grow their knowledge of brand elements and implement creative visual storytelling elements in order to increase engagement and recognition for our client. We will analyze current brand content from the client and research past and present marketing campaigns. By the end of the course, students will be able to demonstrate and apply knowledge in the following areas:

- Understand and apply fundamental branding principles effectively in creating impactful branded visual content.
- Develop skills in constructing dynamic, targeted brand content using visual, audio and design elements.
- Evaluate branded content from similar organizations to determine unique opportunities to help our client stand out.
- Utilize visual communication principles and terminology proficiently in branding production.

- Design branded visual content strategically tailored to resonate with the intended audience that support underlying concepts, values, and messaging important to the client.
- Create an effective brand campaign with specific goals to increase audience engagement with the department and their partners.

COURSE SCHEDULE

Weeks 1 - 3	Client and project research
Weeks 4 - 5	Understanding target audiences
Weeks 6 - 7	Story concepting
Weeks 8 - 9	Pre-production planning and training
Weeks 10-11	Creative and production execution
Week 12	Editing and feedback
Week 13	Final edits and packaging
Week 14	Thanksgiving
Week 15	Client presentations

- Syllabus subject to change as needed. Students will be informed of any changes in a timely manner.

GRADING

Grades will be determined by a mix of assignments, participation, and project work. We will be covering a lot of important aspects in each class, so attendance is imperative for understanding the different concepts and elements that go into brand storytelling and content creation.

The breakdown of grades is as follows:

- Research Assignments 30%
- Campaign Concepting 30%
- Individual Role Assessment 15%
- Final Project 25%

Your participation in each of the assignments will be dependent upon your role. Much like an agency, each person has their unique skills and career ambitions, and I will do my best to ensure you are in a role that best matches that goal. Please keep in mind that everyone will be participating throughout the course, but how well you fulfill your role will be weighted under the Individual Role Assessment.

Roles for this course are:

Account Executive – This person will be the main contact with the client, and their focus is on ensuring the client's goals are at the forefront of the project. They will help lead the team to ensure research, creative

campaign ideas, and execution are in line with the goals presented by the client. This role requires someone who is outgoing, personable, and needs to understand client's needs and goals. This role requires excellent written and verbal communication skills.

Researcher – The main goal will be to organize and strategize primary and secondary research. This person will also be responsible for running the presentation of that research (both written and verbal to the client). This role requires someone who understands how to conduct primary and secondary research (with guidance), and how to organize and understand the data produced.

Strategist – This role requires a deep understanding of the target audience and how to best reach them. This person will lead the team in creating a media strategy to ensure that the campaign will be executed through the proper media channels to have the biggest reach.

Creative – This role requires someone who can take the client research, strategy and goals and figure out how to connect with them utilizing creative storytelling techniques. This person should have visual storytelling experience and be able to determine the best creative tools to use to tell a story that will connect on the deepest levels with the target audience.

Producer – This person needs to be organized, efficient, and thorough. They will be responsible for the logistics of the production shoot – coordinating with the client as well as crew to ensure a smooth production process. This person is responsible for ensuring all documents are handled before production begins (talent releases, location approvals, etc.) and will be working with the account executive to ensure the client is kept informed throughout the production process.

Director – This person will come up with the technical creative vision of the production. They will work closely with the creative(s) to ensure they can bring the idea to life. It's important that this person understand the client's visual brand identity and can emulate their brand values in the execution of the production.

Videographer/Editor – This person will be responsible for the technical production of the project as well as being the main editor. You will be guided by the director for vision but should have the technical capability to execute that vision. You will work with and guide the rest of the crew (lighting and audio) to ensure the production process is executed with the highest level of professionalism.

Some of these roles will have more than one person in them. Everyone will be participating in some capacity throughout the process as it is important to understand the entirety of the process. However, your contribution to each part will vary in intensity depending on your role. You will be in a support role during some stages and leading during the one that best aligns with your role.

Being able to work effectively with other classmates is a vital skill that is necessary in the industry, and you will be expected to work with other students in the class as well as the client and instructor outside the classroom. Students are expected to handle themselves professionally and courteously when interacting with each other, the instructor, the clients, and members of the hospital's staff and customer base.

Final Percent	Letter (%)
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
F	59.4% and below

COURSE COMMUNICATION

Communication is an important aspect of working in a professional setting, both in production houses and in advertising agencies or in client marketing teams. Students are encouraged to ask questions and offer observations in class. While it can be intimidating to share ideas and it can feel vulnerable to ask questions, this is a safe place for students to learn – both from your instructor *and* each other. Additionally, your input is important! It not only helps guide our discussions, but it also makes our class more interesting. Communicating in group settings will help prepare you for future work situations where conversations are used to help solve challenges. Importantly, communication in class, in group-work, and via emails or in peer evaluations should always be respectful and purposeful.

Students are encouraged to reach out to the instructor if there are any concerns, questions, or conversations that need to be had outside the classroom. The best way to reach the instructor outside of class meeting times is via email or during office hours. If you cannot meet during office hours, please do not hesitate to request a time to meet at a different time. Please email via [Canvas](#) or UF email.

COURSE POLICIES

ATTENDANCE

Please ensure you are attending class every week. We will have a lot to cover, and missing class may delay the client process. If you have a situation where you cannot come to class, please let me know as soon as possible via Canvas or Email and refer to the UF attendance [policy on excused absences](#). I will do my best to accommodate if possible. There will be weeks we may meet online, and I will be sure to inform you of those dates. Please plan to attend all meetings as we will work on projects inside and outside of class time and it will be very difficult to catch up on missed classes. Failure to attend class will affect your final grade.

COMPUTER AND SOFTWARE

Weekly meetings will take place in person in Weimer 3324. This is on the third floor of Weimer Hall inside the INC. You will need your GatorOne ID to enter the INC and the classroom, so please ensure you have that saved on your phone as digital access is required. If you have a laptop, you can bring that to class if you like, although there are computers in the classroom you can also use. Please note that anything saved to the computer will need to be cleared out at the end of the semester. As this is a course that will utilize different creative and production skills, students should have Adobe Creative Cloud, Premier Pro in particular. An external hard drive is recommended to store footage, especially those who will be working in creative and production roles. Please let me know if you are unable to obtain one and I will see what I can do to assist in obtaining one. Students will have access to the Mac editing lab, but availability is limited if classes are utilizing those spaces. Adobe has changed their licensing so if you plan on using any of the Adobe products, you must have individual access through your own sign on. Adobe Creative Cloud can be purchased at a [discounted student rate here](#).

TEXTBOOK AND READING MATERIALS

There is no required textbook for this course. Any reading materials will be provided via Canvas.

UF POLICIES

ACADEMIC POLICIES:

Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. [See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.](#)

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. [See the “Get Started With the DRC” webpage on the Disability Resource Center site](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Information on current UF grading policies for assigning grade points. This may be achieved by including [a link to the University grades and grading policies.](#)

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:

- The email they receive from GatorEvals
- Their Canvas course menu under GatorEvals
- The central portal at <https://my-ufl.bluer.com>

Guidance on how to provide constructive feedback is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

THE UNIVERSITY'S HONESTY POLICY REGARDING CHEATING, PLAGIARISM, ETC.:

UF students are bound by The Honor Pledge which states “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [See the UF Conduct Code website for more information](#). If you have any questions or concerns, please consult with the instructor or TAs in this class.

IN-CLASS RECORDING:

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 education 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 deliver by an 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 presentation 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 guest 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.

ACADEMIC RESOURCES:

E-learning technical support: Contact the [UF Computing Help Desk](#) at [352-392-4357](#) or via e-mail at 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. Call [866-281-6309](#) or email ask@ufl.libanswers.com for more information.

Academic Resources: 1317 Turlington Hall, Call [352-392-2010](tel:352-392-2010), or to make a private appointment: [352- 392-6420](tel:352-392-6420). Email contact: teaching-center@ufl.edu. General study skills and tutoring.

Writing Studio: Daytime (9:30am-3:30pm): 2215 Turlington Hall, [352-846-1138](tel:352-846-1138) | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.

Academic Complaints: Office of the Ombuds; [Visit the Complaint Portal webpage for more information.](#)

Enrollment Management Complaints (Registrar, Financial Aid, Admissions): [View the Student Complaint Procedure webpage for more information.](#)

UF Student Success Initiative: Visit <https://studentsuccess.ufl.edu/> for resources that support your success as a UF student.

CAMPUS HEALTH AND WELLNESS RESOURCES:

UF Whole Gator Resources: Visit <https://one.uf.edu/whole-gator/discover> for resources that are designed to help you thrive physically, mentally, and emotionally at UF.