



RTV 3518 | #25843 | SECTION KFO1

# BRAND CONTENT STRATEGY & PLANNING

PROFESSOR KIM FOWLER

Brand creative strategy and storytelling allows you to stretch your imagination and create exciting and innovative work. The rise in visual production for social media, commercial, and long-form storytelling has given rise to endless opportunities for talented storytellers. Understanding a brand's visual and messaging identity, target audience, and marketing goals will allow you to use your storytelling skills to make powerful and impactful client work. You'll explore how creative strategies align with target audiences, ensuring your content resonates and drives engagement.

## COURSE DESCRIPTION

As companies prioritize branded content, demand for skilled professionals grows. This course challenges you to analyze brands and their identity elements—visuals, messaging, values, and personality—and how those aspects impact how they create branded content across multiple mediums. You will be challenged to look at creative ideation and execution through “brand glasses”, ensuring their voice and visual identity come through, using storytelling and emotion to connect with target audiences and execute on marketing objectives.

## LEARNING OBJECTIVES

- Identify the fundamental components of a brand's identity
- Define how a brand's visual elements and personality integrate into a brand's created content
- Describe how brand values and personality connect with target audiences
- Articulate how the use of emotion in content creation connects with audiences and deepen brand loyalty with consumers
- Analyze camera, sound, and lighting techniques to determine their effectiveness in connecting with brand identity and target audiences
- Develop personal brand identities for their professional portfolios
- Determine creative and technical approaches to brand content production based on brand identity

## COURSE STRUCTURE

This course offers a balanced mix of theoretical readings and real-world case studies to provide you with a robust understanding of brand identity concepts and strategies, while quizzes help reinforce key concepts. You'll quickly move from theory to practice, engaging in interactive assignments that include creative ideation for a personal branding project. The final component of the course is focused on executing strategy into execution by creating concepts for video projects for social media, commercials, and long-form storytelling.

## ONLINE RESOURCES

This course makes extensive use of **Canvas** for readings, tutorials and course announcements. Students should check Canvas daily for:

**Canvas Calendar** – The course schedule with key dates.

**Event Reminders** – Automatic reminders for important activities or deadlines.

**Announcements** – Important and timely information relevant to the course.



Phone  
352-846-2839



Email  
[k.fowler@ufl.edu](mailto:k.fowler@ufl.edu)



1011 Wiemer Hall  
Office Hours: Tuesdays 12pm-1pm

## CLASS MEETINGS

MONDAYS 9:35AM - 11:30AM

(Periods 3-4)

Wiener G030

## TEXT

**Storynomics: Story-Driven Marketing in the Post-Advertising World**  
by Robert McKee and Tom Gerace  
ISBN: 978-1538727935

## STUDENT RESPONSIBILITIES

To ensure a productive and respectful learning environment, I ask that all students:

**Be Respectful:** Treat fellow students and the instructor with kindness and respect. This includes actively listening during discussions, valuing diverse opinions, and fostering a positive and supportive classroom atmosphere.

**Be Punctual:** Arrive on time for class and stay for the entire session. If you need to arrive late or leave early, please inform me in advance when possible. Consistent tardiness disrupts the flow of the class and can impact your participation grade.

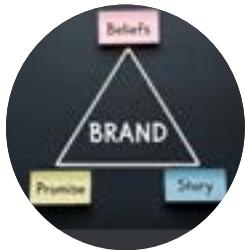
**Stay Engaged:** Actively participate in class activities, discussions, and assignments. Your engagement enriches the learning experience for everyone.

**Follow Course Policies:** Adhere to deadlines for exams, quizzes, projects and other assignments.

**Be Prepared:** Come to class with the required materials, having completed any assigned readings or tasks. This ensures that you can actively participate in discussions and group work.

**Respect Technology Use:** Keep phone use to a minimum during class, unless it's for a class-related activity. Let's be mindful of how distractions can affect everyone's focus.

**Seek Help When Needed:** If you're struggling with course content or need accommodations, please don't hesitate to reach out to me. I'm here to support your success.



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## ATTENDANCE POLICY

Students are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first-class meeting.

Acceptable reasons for absence from or failure to engage in class include illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., a job interview or club activity) may be deemed acceptable if approved by the instructor.

For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible prior to the class. For all unplanned absences because of accidents or emergency situations, students should contact their instructor as soon as conditions permit.

If a student does not participate in at least one of the first two class meetings and they have not contacted the instructor or department to indicate their intent, the student can be dropped from this course.

[See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.](#)

## STUDENTS WITH DISABILITIES

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.

## COURSE EVALUATIONS

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:

1. The email they receive from GatorEvals
2. Their Canvas course menu under GatorEvals
3. The central portal at <https://my-ufl.bluera.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/>.

## GRADING SCALE

94% or higher	= A
90%-93%	= A-
88%-89%	= B+
84%-87%	= B
80%-83%	= B-
78%-79%	= C+
74%-77%	= C
70%-73%	= C-
65%-69%	= D
64% or below	= E

Fractional grade totals .05 and above will be rounded up.

Information on UF grading policies can be found [here](#).

## GRADING VALUES

- Case studies..... 15%
- Quizes..... 10%
- Assignments..... 20%
- Personal Brand Project..... 15%
- Final Project..... 40%

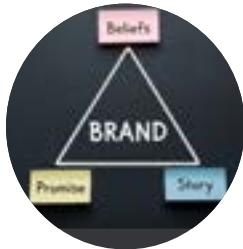
## UF POLICIES

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.



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## ACADEMIC RESOURCES

**E-learning technical support:** Contact the [UF Computing Help Desk](#) at **352-392-4357** or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

**Career Resource Center, Reitz Union:** 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](mailto:ask@ufl.libanswers.com) for more information.

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

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

**Student Complaints Campus:** 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.

**Syllabus Policies:** <https://go.ufl.edu/syllabuspolicies>

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

**Public Speaking Lab:** (Dial Center, 501 Rolfs Hall). Offering online and in-person help developing, organizing, and practicing oral presentations. Contact email: [publicspeakinglab@clas.ufl.edu](mailto:publicspeakinglab@clas.ufl.edu).

## 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 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 or magazine.

## STAY CONNECTED

The best way to reach me is either through my **office hours** or **via email**.

Please allow 24 hours to respond as I might not see your email right away.

Please include the course name or number in the subject line.

## HEALTH AND WELLNESS

**U Matter, We Care:** If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or **352-392-1575** so that a team member can reach out to the student.

### Counseling and Wellness Center:

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.

**UF Police Department:** **352-392-1111** or **9-1-1** for emergencies.

### Sexual Assault Recovery Services (SARS)

Student Health Care Center **352-392-1161**

### Remember

CJC Faculty and staff are here to help guide you, and we often have resources to connect you with appropriate services.

**You're not alone.**



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## CLASS SCHEDULE

DATE	IN CLASS	OUTSIDE OF CLASS
WEEK 1	Introduction to Brand Identity - Visual Identity	Personal Brand Mood Board Reading - Storynomics: Ch. 1-3
WEEK 2	Brand Identity - Messaging and Emotions Quiz #1	Case Study #1 Reading - Storynomics: Ch. 4-6
WEEK 3	Holiday (no class)	Personal Brand Video - Rough
WEEK 4	Brand Personality and Archetypes Quiz #2	Personal Brand Video - Final Reading - Storynomics: Ch. 7-9
WEEK 5	Creative Ideation and Briefs Quiz #3	Case Study #2 Reading - Storynomics: Ch. 10-11
WEEK 6	Creative Storytelling for Brands Quiz #4	Brand Commercial Storyboard Reading - Storynomics: Ch. 12-13
WEEK 7	Creative & Production - Director's Treatment; Quiz #5	Create Director's Treatment
WEEK 8	Final Presentations - Director's Treatment	