

**ADV3403
Branding
Fall 2024 Syllabus**

Instructor

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Office: Weimer 2041 A

Office Hour: Tuesday 1:00 pm – 2:45 pm (or by appointment)

Virtual Office Hours: By appointment

Course Communication

Contacting me through Canvas is the most efficient way to communicate. I will do my best to respond within 24 hours (excluding weekends and holidays). Please put ADV3403 in the subject line when you are using email.

Class Meeting

Tuesday: 3:00 PM - 4:55 PM, Turlington Hall 2346

Thursday: 3:00 PM - 3:50 PM, Turlington Hall 2354

COURSE OVERVIEW



What are your favorite brands? Will you pay more money for the branded products? Why are those brands so appealing to you? While great products and services are certainly an important part of the answer, 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. In this class we will begin to discover the power of branding and answer the above questions.

In this course, we will take a deep dive into the world of branding and explore the principles of branding, design, and the key elements that go into building an effective brand strategy. We will focus on the concept of brand equity and cover specific topics such as creating a brand identity, crafting a brand message, and measuring the impact of branding efforts. Along the way, we'll examine real-world examples of successful and unsuccessful branding campaigns, so you can learn from the best and avoid common pitfalls. This class will equip you with the knowledge and skills to creatively and critically think how companies create, build, and manage successful brands through multiple strategies and how it helps companies connect with their customers.

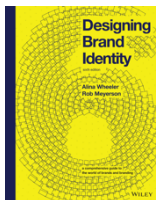
COURSE OBJECTIVES

By the end of this course, you will:

1. Identify the importance of branding from both an advertising and business perspective;
2. Understand the concept of brand equity and the elements used to develop a strong brand equity;
3. Know how primary and secondary research is used to inform strategic thinking;
4. Outline the essential steps involved in developing, measuring, and managing a brand over time;
5. Compare and contrast branding decisions made by businesses competing in the same category;
6. Critique creative design decisions made by established brands;
7. Analyze and evaluate the branding decisions adopted by established brands in digital era;
8. Apply branding knowledge to practice creative and compelling branding strategies.

REQUIRED TEXTBOOK

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.



Designing Brand Identity

Edition: 6th

ISBN: 9781119984818

Author: Alina Wheeler & Rob Meyerson

Publisher: John Wiley & Sons, Inc.

*****NOTE: The UF Libraries provides access to this textbook as an unlimited user e-book.**

Free textbook link: <https://ebookcentral.proquest.com/lib/ufl/detail.action?docID=31064160>

For students who is connected via off-campus access: <https://uflib.ufl.edu/using-the-libraries/off-campus-access/>

ASSIGNMENTS AND GRADING

Assignments

Activities and Participation 15%

Class participation is very important — it enhances your learning experience and makes it easier to understand concepts, study for quizzes, and complete assignments effectively. Make sure you read the assigned materials and be ready to engage in group discussion, to share your ideas, and to ask questions. The participation grade will be computed based on completion of activities and active engagement during lectures and class discussions.

Quizzes 20%

There will be **four** closed book quizzes distributed every 3-4 weeks during the academic semester. The quizzes will cover all content from our class, including the textbook, the readings, the case studies, and materials presented during lectures. Each quiz will contain ten multiple-choice questions.

Assignments 20%

There will be two assignments throughout the semester. In both assignments, use the PPT template on Canvas to answer the questions that follow.

- *Assignment 1: Analysis of Brandmark History*

For this assignment you will research and analyze landmarks across five different “brandmark categories” identified by your textbook.

- **Assignment 2: Audit of Competitive Brand Elements**

For this assignment you will conduct a mini-branding and design audit that will focus on current key brand elements from three well-established companies. These companies must compete against each other in the SAME category.

Final Project 30%

For the final project of this course, students will work in groups of 2-3 to create an original brand and develop a comprehensive brand strategy. This project aims to apply theoretical knowledge to practical brand development, allowing students to experience the full process of brand creation and marketing strategy formulation. The completed work should be between 5 to 8 pages in length, using Times New Roman font, 12-point size, with single line spacing. The assignment should be written in a professional, concise, and well-organized manner, and should include appropriate references and citations.

Presentation 15%

Present your group’s project idea to the class in 15-20 minutes.. All team members are required to actively participate in the presentations. All other students are encouraged to provide feedbacks to the presenters.

- **Midterm Discussion**

Present the group’s initial brand idea to the class. Share the rationale behind your brand, its core concept, and preliminary thoughts on brand culture, mission, and vision. This is an opportunity to introduce your brand story and receive valuable feedback from peers. This presentation is not graded as part of your final score.

- **Final Presentation**

For the final presentation, each group is required to deliver a comprehensive and refined brand strategy. Introduce your brand, detail your branding strategy, and how you will translate brand concepts into actionable plans. Visual elements in the presentation are highly recommended.

The full assignment and rubric for each assignment will be posted on Canvas at least one week before its due date this semester.

Grading Scales

A	93.4 – 100	B–	80.0 – 83.3	D+	66.7 – 69.9
A–	90.0 – 93.3	C+	76.7 – 79.9	D	63.4 – 66.6
B+	86.7 – 89.9	C	73.4 – 76.6	D-	60.0 – 63.3
B	83.4 – 86.6	C-	70.0 – 73.3	E	0.00 – 59.9

*All grades are based on the whole number score that you receive. There will be no rounding of grades. For example, an 89.1, 89.5, and 89.9 are all considered an 89 and therefore a grade of B+. **Students need to earn a C or higher to pass the class.***

UF’s grading policies are at: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

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 = 5 pts. of extra credit
- All SONA extra credit will be applied to your total 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)

In order to participate in this optional extra-credit, you must register for research participation through [CJC's SONA research management system](#). Please register a SONA account and choose which studies you want 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](#):

Student Evaluations - GatorEvals

As an instructor, I appreciate hearing your feedback on this course. 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 period from GatorEvals or for the GatorEvals link under our Canvas course menu. Results of all course assessments are available to students at <https://evaluations.ufl.edu/results>

COURSE POLICIES

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>

Attendance Policy

Consistent participation is necessary for success in this course. If you need to step away from an activity or assignment for a period of time, let the instructor know via email as soon as possible. If you are sick, or need to quarantine following exposure to someone who is sick, stay home. Otherwise, we will do our best to maintain an in-person seminar format.

I encourage you to speak up and share your views, but also understand that you are doing so in a learning environment in which we all are expected to engage respectfully and with regard to the dignity of all others. Your suggestions are always encouraged and appreciated.

Student Responsibilities

It is my intent that students from all diverse backgrounds and perspectives be well-served by this course. The success of an inclusive classroom relies on the participation, support, and understanding of you and your peers. Students are expected to behave professionally and respectfully towards their classmates and the instructor.

- Arrive on time and stay until the end of class.
- Cell phones, and other electronic devices must be turned off or silent during class. They are only permitted for note taking and relevant class activities.
- Syllabus is subject to change as instructor deems appropriate and necessary.
- If you have a name and/or set of pronouns you prefer, please let me know!

- Your suggestions are always encouraged and appreciated. Please feel free to contact me if you have any questions, concerns, or comments on ways to improve the effectiveness of the course.

Late Work and Make-up Policy

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

Late Assignment Grade Reductions

- Homework that is not submitted by the posted due date and time will incur a 10% grade reduction for each 24-hour period that it is late, up to five days.
- After the 5th Calendar Day: Work will not be accepted.

Quiz make-up

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). Missing a quiz or activity without permission results in a zero.

In-Class Recording Policy

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.

University Policy on Academic Misconduct and Plagiarism

Academic honesty and integrity are fundamental values of the University community. Students should be familiar with and understand the [UF Student Honor Code Student Conduct Code](#).

Plagiarism Definition - 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.

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 [Get Started](#) 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 or exams.

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

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.

- 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 can attend class. Click here for [UF Health guidance](#) on what to do if you have been exposed to or are experiencing Covid-19 symptoms.
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Click here for more information on [UF attendance policies](#).

CAMPUS RESOURCES

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.
 - [April Hines](#) is our Advertising “subject matter specialist” at the UF Library. She is an amazing resource who can help you find what you need.
- [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.
- [On-Line Students Complaints](#): View the Distance Learning Student Complaint Process.

Health and Wellness

- [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 umatter@ufl.edu, 352-392-1575, 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.

Specialist Support

- *Office of Victim Services:* 1515 Museum Road, (352) 392-5648 (Monday – Friday, 8:00 a.m. – 5:00 p.m.) (352) 392-1111 (after business hours and on weekends)
- *Alachua County Victim Services & Rape Crisis Center:* 352-264-6760 Monday-Friday, 8:30AM-5PM, some services available 24/7
- *Peaceful Paths Domestic Abuse Network:* 352-377-8255 (24 hour helpline)

Software Use

All faculty, staff, and students at the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

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	Topics	Reading	Assignments
1	Thr. 8.22	Course Introduction	Reading (Canvas Module 1): “Introduction to Branding”	DOWNLOAD TEXTBOOK
2	Tue. 8.27	Brand & Branding I	Textbook: Brand Basics (p.2-p.24)	DOWNLOAD TEXTBOOK
	Thr. 8.29	Brand & Branding II	Case studies: Algramo; DonorsChoose	
3	Tue. 9.3	Brand Identity & Brand Equity	Textbook: Brand Ideal (p.26-p.44) Case studies: Folx; LEGO	DOWNLOAD TEXTBOOK Quiz #1 Next Tue
	Thr. 9.5	Brand Ideals	Case studies: Better Place Forests; OneTen	
4	Tue. 9.10	Brand Element I	Textbook: Brand Elements (p.46-p.64) Reading (Canvas Module 4): –World’s Most Famous Logos; –Here’s What the Most Popular Brands’ Logos Have in Common	Quiz #1- Covers all materials during weeks 1-3
	Thr. 9.12	Brand Element II	Case Studies: Jodrell Bank; KatKin;	Assignment #1 handed out
5	Tue. 9.17	Brand Architecture	Textbook: Brand Dynamics (p.66-p.94) Reading (Canvas Module 5): –Brand Architecture: Keep Your House in Order Case study: BCG X	

	Thr. 9.19	Brand Association	Reading (Canvas Module 5): –What Is A Brand Association; –How A Memory Becomes A Sale. Case studies: Chobani; Filthy	Assignment #1 Due
6	Tue. 9.24	Rebranding I	Textbook: Before and After (p.96-p.104) Reading (Canvas Module 6): –What is Rebranding? –Rebranding a Company or Organization	
	Thr. 9.26	Rebranding II	Case studies: Kia; Spotify; Campbell	
7	Tue. 10.1	Brand in Digital Era	Reading (Canvas Module 7): –Social Media Campaign Examples to Inspire Your Social Strategy –What is Influencer Marketing –Best Examples of AI in Marketing –How Can Marketers Use ChatGPT	Quiz #2- Covers all materials during weeks 3-6
	Thr. 10.3	AI & Branding (Guest Speaker)	Case studies: Hootsuite; oLiv	
8	Tue. 10.8	Personal Branding	Reading (Canvas Module 8): –Brand, Branding, and Celebrities –What’s the Point of a Personal Brand	
	Thr. 10.10	Brand in Crisis	Reading (Canvas Module 8): –Situational Crisis Communication Theory and How It Helps a Business –Navigating the Storm: Starbucks Crisis Management Case Study	
9	Tue. 10.15	Class Discussion		Project Discussion
	Thr. 10.17	Class Discussion		
10	Tue. 10.22	Conducting Research	Textbook: Process Basics (p.108-p.122) Conducting Research (p. 124-p.138)	
	Thr. 10.24	Conducting Research (Guest Speaker)	Case studies: Airbnb China; Lumanity	
11	Tue. 10.29	Clarifying Strategy	Textbook: Clarifying Strategy (p.140-148)	Quiz #3- Covers all materials during weeks 7-10
	Thr. 10.31	Clarifying Strategy	Case studies: AC Milan; Mellon Foundation	Assignment #2 handed out
12	Tue. 11.5	Designing Identity	Textbook: Designing identity (p.150-p.168)	

	Thr. 11.7	Designing Identity	Case studies: High Street Market & Deli; Saga	Assignment #2 due
13	Tue. 11.12	Creating Touchpoints	Textbook: Creating Touchpoints (p.170-p.194)	
	Thr.11.14	Creating Touchpoints	Case studies: Batiste; Petbarn	
14	Tue. 11.19	Managing Assets	Textbook: Managing Assets (p.196-p.210)	Quiz #4- Covers all materials during weeks 11-13
	Thr. 11.21	Managing Assets	Case studies: LONGFU; Salehiya	
15	Tue. 11.26	No Classes - Happy Thanksgiving!		
	Thr. 11.28			
16	Tue. 12.3	Project Presentation & Review		Project Presentation
	Thr. 12.5	Project Presentation & Review		
17	Tue. 12.10	Finals Week, No Class		
	Thr. 12.12			Final Project Due