



COLLEGE OF JOURNALISM AND COMMUNICATIONS

ADV3403 – Branding Class# 16843, Section# 10F8 Spring 2025 Syllabus

Instructor: Dan Windels

- **Email:** dwindels@ufl.edu
- **Office:** Weimer 2078
- **Office Hours (in person):** Tues. 11:00am - 12:00pm, Wed. 12:00 pm – 1:00pm (or by appointment)
- **Office Hours (virtual):** Same times as above. NOTE: Please send me an email indicating you'd like to meet for virtual office hours before joining on Zoom. I may be meeting with another student at that same time.
 - Zoom Link (for office hours only): <https://ufl.zoom.us/j/8211738258>

Teaching Assistant: Sarah Karl

- **Email:** sarahkarl@ufl.edu
- **Office Hours:** Email Sara directly to set up a time to meet.

Class Meeting Times & Location

- **Monday:** 1:55 pm – 2:45 PM, Florida Gym (FLG 0260)
- **Wednesday:** 1:55 pm – 3:50 pm, Florida Gym (FLG 0260)

COURSE OVERVIEW

Instructional Format: In-Person only

- This class has been scheduled as an in-person only class.
- Class materials such as presentations (slides), assignments, additional reading, and exam study guides will be posted and available through Canvas.
- Lectures will not be recorded or posted to Canvas.

Course Communication

Please email me using the subject line “ADV3403” with any questions about assignments, class content, or if you just want to talk advertising. I spent years working in advertising agencies across the country and I'd be happy to discuss any advertising related questions you may have. Please include as much information as possible in your email so I can provide you with an accurate response. Contacting me through Canvas is the most efficient way to communicate. I will make every effort to respond to your email within 36 hours of you sending it.

I'm happy to talk about this course, internships, or potential career directions.

Course Description

Why is Nike a global leader in the shoe and apparel business? Why is Amazon #1 in the U.S. for online shopping? Why is Starbucks #1 for coffee? 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. 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. But how are those thoughts and feelings created in the first place? In this class we will begin answering these questions.

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.

My Role

As the instructor, my role is to identify critical issues related to the course, direct you to resources, teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way.

Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements. At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Your Role

- Attend all classes. I promise this class will be much more enjoyable if you do!
- Actively participate in class discussions. These discussions are typically the most rewarding part of the class!
- Be respectful to the diverse range of opinions during any online discussions or group activities.
- Responsible for all materials covered in class (lectures, discussions, videos, etc.) as well as all assigned weekly reading.
- Complete readings BEFORE the class in which they are discussed.
- Check Canvas frequently for the latest class information and updates.
- Any disagreements with grades must be submitted in writing within 5 days of when the grade is posted.

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>

COVID-19 & Personal Health

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](#)

Academic Accommodations

Students with 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.
- In most case the DRC will automatically notify the instructor. It always good to double-check this by sending me an email with your DRC documentation.
- DRC accommodations must be processed prior to turning in assignments or taking exams and quizzes.
- Accommodations are not retroactive; therefore, students should contact the office as soon as possible during the term for which they are seeking accommodations.

COURSE REQUIREMENTS

Course Content

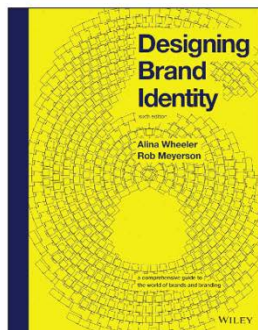
Course content includes the following: lecture materials (slides) which will be posted to Canvas, in-class discussions, textbook reading, additional readings posted to Canvas, branding case studies (posted to Canvas), and content shared by guest speakers.

NOTE: Lecture materials, discussions, and additional Canvas readings will often have information that is not included in your textbook.

Required 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.

NOTE: A FREE “open educational resource” digital copy of our textbook is available at the UF Library.



Designing Brand Identity: A Comprehensive Guide to the World of Brands and Branding, 6th Edition

Alina Wheeler, Rob Meyerson

ISBN: 978-1-119-98482-5 | January 2024 | 352 pages

Options for Textbook:

You can access a free digital copy of this book on or off campus. In order to access this book off campus, you will need to connect to the UF Library using a [VPN](#) (Virtual Private Network) or [Proxy Server](#). See link below for instructions. There are some steps involved in this process, so plan accordingly. If you have problems accessing our textbook via the UF Library, use the “ask a librarian” help service on the UF Library website (chat, text, or call).

- [UF Library link to our textbook](#) – free digital copy, automatic access when on campus
- [UF Library VPN or Proxy Server](#) - instructions for accessing free digital copy when off campus
- [Wiley Publishing](#) – Publisher’s website with 6th edition e-book and print copy for purchase.
- [Amazon](#) – Print copy available for \$35. Select 6th edition since content has been recently updated.

Attendance & Participation:

Attendance will not be taken this semester. However, we will periodically have unannounced in-class activities and short quizzes. In-class activities and quizzes will be graded and account for 10% of your grade. We have a “Drop 1” rule in place for the “Quiz & Activity” section of Canvas. The lowest single grade you have in this section will automatically be dropped. The “Drop 1” rule was put in place to help account for absences due to unplanned or extenuating circumstances.

Participation - I realize that not everyone likes participating. Here’s my challenge. Try to raise your hand and ask at least three questions during our class this semester. Here’s why. First, your questions are important! They not only help guide our discussions; they also make our class more interesting! Second, asking questions in group settings will help prepare you for future work situations where these questions are used to help solve challenges.

Grading Components:

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

- | | |
|---------------------------------|-----|
| • Exams (3) | 60% |
| • Assignments (3) | 30% |
| • In-class quizzes & activities | 10% |

We do accept late assignments. Assignments that are 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 five days, no late homework will be accepted.

The (1) lowest score from the “Quizzes & Activities” section of Canvas will be dropped at the end of the semester. This allows you to miss one of these graded opportunities with no penalty.

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 exam 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](#):

Final Course Grading Scale: A minimum grade of C is required for general education credit.

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

NOTE: 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 below 90, and therefore a grade of B+.

UNIVERSITY POLICIES

University Policy on Academic Misconduct:

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](#).

University Policy on Plagiarism

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.

Students should be familiar with and understand UF's Plagiarism Policy as found in the [UF Student Honor Code Student Conduct Code](#).

Make Up Policy Using the UF [Instructor Notification Process](#)

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. Missing a quiz, activity, or exam without approved documentation results in a zero.

Under circumstances where the student misses a quiz, activity or exam 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, after notifying the instructor, the student must obtain valid, verifiable documentation from the Dean of Students office in order for an absence to be excused.

Students can request this documentation by using the UF [Instructor Notification process](#) through the CARE group within the Dean of Students Office. The [Instructor Notification process](#) includes a list of approved documentation that can be uploaded as part of this submission.

Zoom Video/Web Conferencing:

If any Zoom meetings occur during the semester, please be aware that they may be audio visually recorded

- Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded.
- If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image.
- Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded.
- If you are not willing to consent to have your voice recorded, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live.
- As in all courses, unauthorized sharing of recorded materials is prohibited.

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 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.”

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.
- [On-Line Students Complaints](#): View the Distance Learning Student Complaint Process.

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>

SEE NEXT PAGE FOR COURSE SCHEDULE:

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	Topic	Reading	Assignment
1	Mon. 1.13	What is Branding?	Reading (Canvas Module 1): See articles Case Studies: Amazon, Mastercard	Confirm access to our textbook through UF Library
	Wed. 1.15	Branding vs Marketing Managing the Brand	Case Studies: Coca-Cola, Starbucks	Confirm access to our textbook through UF Library
2	Mon. 1.20	NO CLASS – MLK DAY		
	Wed. 1.22	Brand Equity Managing the Brand	Reading (Canvas Module 2): “Advertising & Brand Promotion” p.1-23 Case Studies: ACHC, Adanu	Assignment #1 handed out. (Design Audit)
3	Mon. 1.27	Branding Career Paths	Reading (Canvas Module 3): See articles + “Introduction to Branding” p.1-19 Case Studies: Hootsuite, Spotify	
	Wed. 1.29	Brand Strategy, Brand Positioning	Case Studies: Beeline, Jawwy	Assignment #1 due
4	Mon. 2.3	Strategic Brand Management	Reading (Canvas Module 4): “Introduction to Branding” p. 20-36 Case Studies: Chobani, Eat Curious	
	Wed. 2.5	Market Segmentation, Brand Awareness, Brand Image	Case Studies: Kia, RideKC Streetcar	
5	Mon. 2.10	Experiential Marketing, Relationship Marketing, Pricing Strategies & Branding	Case Studies: Ohio & Erie Canalway	
	Wed. 2.12	EXAM #1	EXAM #1 Covers all materials during weeks 1-5	EXAM #1
6	Mon. 2.17	Branding Basics Brand Identity, Touchpoints, Stakeholders	Reading (text): p. 1-25, 96-97 Case Studies: Southwest Airlines, Vueling	
	Wed. 2.19	Branding Basics Brand Architecture, Visual Identity	Case Studies: Peru, Sydney Opera House	
7	Mon. 2.24	Brand Ideals Brand Elements (intro)	Reading (text): p.26-47, 98-101 Case Studies: Longfu, Laughing Cow	
	Wed. 2.26	Brand Elements Wordmarks, Letterform, Pictorial, Abstract, Emblem, Dynamic	Case Studies: Italicus, Campbell’s Soup	Assignment #2 handed out (Brandmark Audit)
8	Mon. 3.3	Brand Elements Naming, Characters	Reading (text): p48-65, 104-105 Case Studies: Mural Arts Philadelphia, Philadelphia Museum of Art	

	Wed. 3.5	Brand Dynamics (intro)	Case Studies: Cooper Hewitt Museum, Smithsonian Natl. Air & Space Museum	Assignment #2 due
9	Mon. 3.10	Brand Dynamics, Social Media, Apps, A.I., Big Data Analytics	Reading(text): p.65-95, 102-103	
	Wed. 3.12	EXAM #2	EXAM #2 Covers all materials during weeks 6-10	EXAM #2
10	Mon. 3.17	NO CLASS – SPRING BREAK		
	Wed. 3.19	NO CLASS – SPRING BREAK		
11	Mon. 3.24	The Branding Process (in action)	Reading (text): p. 107-139 Case Studies: Lego, Mack Trucks	
	Wed. 3.26	Conducting Brand Research	Case Studies: Mozilla, City of Melbourne,	
12	Mon. 3.31	Conducting Brand Research Clarifying Strategy	Reading (text): p. 140-149 Case Studies: Oli, PNC	
	Wed. 4.1	Clarifying Strategy, The Brand Brief	Case Studies: Action Against Hunger, Global Handwashing Day	Assignment #3 handed out (Brand Style Guide Audit)
13	Mon. 4.7	NO CLASS – VETERAN'S DAY HOLIDAY		
	Wed. 4.9	Designing Brand Identity	Reading (text): p. 150-169 Case Studies: Budweiser, Filthy	Assignment #3 due
14	Mon. 4.14	Creating Brand Touchpoints	Reading (text): p. 170-195 Case Studies: AC Milan, US Open	
	Wed. 4.16	Creating Brand Touchpoints Managing Brand Assets	Reading (text): 196-211 Case Studies: Santos Brazil, SocialSecurity.gov	
15	Mon. 4.21	Managing Brand Assets	Case Studies: Deloitte	
	Wed. 4.23	EXAM #3	EXAM #3 Covers all materials during weeks 11-16	EXAM #3
16 FINALS WEEK	Thurs. 5/1 7:30 am – 9:30 am	HOLD FINAL EXAM TIME - Only needed if we fall significantly behind schedule to due to unanticipated campus closures		