PUR4243 - Industry Perspectives: Brand Growth Marketing Toolkit

25856 & 26213 (UFO)
Spring 2025
Tuesdays, 4:05-4:55 PM

Prerequisite: PUR3000 with a C or better

Instructor Information
Instructor: Jay Schwedelson
Email: jay.schwedelson@ufl.edu
Virtual Office Hours: By Appointment
Phone: 561-927-7630

Required Texts
No textbooks required! Weekly readings will be provided via Canvas.

Course Description

Welcome to **Industry Perspectives: Brand Growth Marketing Toolkit**! This course is your gateway to exploring dynamic strategies in brand growth, from podcasting to leveraging LinkedIn, creating compelling content, building loyal social media followings, and mastering email marketing.

Each week, you'll hear from **major industry professionals**, who will provide real-world insights, share current trends, and engage in discussions that bring the topics to life.
By the end of this course, you'll have the skills and knowledge to elevate both your personal and professional brand in today's crowded marketplace.

Course Learning Objectives
Upon completing this course, you will:
- Understand the essentials of podcasting, LinkedIn, email marketing, content creation, influencer marketing, and social media growth for brand building.
- Develop strategies for email marketing and newsletters that engage and convert.
- Gain insights into influencer marketing and direct-to-consumer (DTC) marketing.
- Learn about the power of experiential marketing, B2B strategies, and using events for growth.
- Apply trends and tools to elevate your marketing campaigns.

College of Journalism and Communications Objectives
- The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:
- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;

- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

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Course Policies

Attendance:
Your participation is key to this course. More than two unexcused absences will result in a grade penalty. Notify the instructor in advance for excused absences. For further information on attendance policy, please consult: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

Late Work:
Assignments submitted late will lose a letter grade for each day past the deadline unless prior arrangements are made for extenuating circumstances.

University Honesty Policy

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 Honor Code specifies (https://sccr.dso.ufl.edu/process/student-conduct-code/) a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam, but may be higher depending on the severity of the violation

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Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, https://www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu/evals. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results

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Grading and Assignments

Grade components are:
- **Attendance and Active Participation:** 50%
- **Individual Assignments:** 25%
- **Final Project:** 25%

The **final project** will be submitted video (format and design are not relevant to grade). The video will be student sharing findings of group of podcasts, email newsletters, brands, and tactics they find interesting and why.

Grading

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same criteria. Because of this, no extra work or special assignments will be given. Normally, by the time I return your graded assignment, I have looked at each person's work at least several times and feel comfortable with the grade assigned to it. Grades are earned; they are not gifts. Grades are awarded on the basis of quality, not the amount of time expended. I don't round up (e.g., if you get 89.9 points, you earn a B+ not an A-). I will keep grades posted on Canvas - it is your responsibility to check on your progress throughout the semester.

Grading Scale
A = 94.0-100%
A- = 90.0-93.99%
B+ = 87.0-89.99%
B = 84.0-86.99%
B- = 80.0-83.99%
C+ = 77.0-79.99%
C = 74.0-76.99%
C- = 70.0-73.99%
D+ = 67.0-69.99%
D = 64.0-66.99%
D- = 60.0-63.99%
E = below 60%

Grading for the course follows current UF grading policies for assigning grade points (see here).

Tentative Weekly Schedule
Each week features a **guest speaker** (except roundup weeks):

Week 1 Jan. 14	**Course Overview** Get to know your instructor and other students. We will discuss the class and the approach.
Week 2 Jan. 21	**Podcasting – Growth, 'How-to', and 'Why'** Top Ranked Podcaster to join class to share real-world perspective.
Week 3 Jan. 28	**LinkedIn – Growth, 'How-to', and 'Why'** Major LinkedIn personality to join class to share real-world perspective.
Week 4 Feb. 4	**PODCAST ROUNDUP – Students analyze top-performing podcasts and share thoughts in class.**
Week 5 Feb. 11	**Content Creation, 'How-to', and 'Why'** Big content creator to join class to share real-world perspective.
Week 6 Feb. 18	**Social Media Following, 'How-to', and 'Why'** Real Influencer to join class to share real-world perspective.
Week 7 Feb. 25	**Email Marketing, 'How-to', and 'Why'** Major email marketer to join class to share real-world perspective.
Week 8 March 4	**EMAIL NEWSLETTER ROUNDUP – Students analyze top-performing email newsletters and share thoughts in class.**
Week 9 March 11	**DTC (Direct to Consumer) Marketing, 'How-to', and 'Why'** DTC agency leader to join class to share real-world perspective.
Week 10 March 18	**SPRING BREAK – No Class**
Week 11 March 25	**STANDOUT BRAND ROUNDUP – Students analyze top-performing DTC brands and share thoughts in class.**

Week 12 April 1	**B2B (Business to Business) Marketing, 'How-to', and 'Why'** B2B marketing leader to join class to share real-world perspective.
Week 13 April 8	**Experiential Marketing, 'How-to', and 'Why'** Major experiential marketing leader to join class to share real-world perspective.
Week 14 April 15	**CLASS ROUNDUP -** Top things we learned review.
Week 15 April 22	**STUDENTS PRESENT…** Final project will be to share findings on students favorite podcasts, email newsletters, brands, tactics and more.

Get ready for an interactive, exciting, and practical journey into the world of brand growth marketing! Each week's industry guest will inspire you with stories, challenges, and trends that you can apply to your career immediately. Don't miss out!

Standard UF Policy Information and Links

UF Grading Policy

http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades (Links to an external site.)
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx (Links to an external site.)

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Software Use

All faculty, staff, and students of 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.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html (Links to an external site.)

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 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 Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

Campus Resources

Health and Wellness
U Matter, We Care:
If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: http://www.counseling.ufl.edu/cwc (Links to an external site.), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or http://www.police.ufl.edu/ (Links to an external site.).

Academic Resources
E-learning technical suppor*t*, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml (Links to an external site.).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. https://www.crc.ufl.edu/ (Links to an external site.).

Library Support, http://cms.uflib.ufl.edu/ask (Links to an external site.). Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. https://teachingcenter.ufl.edu/ (Links to an external site.).

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. https://writing.ufl.edu/writing-studio/ (Links to an external site.).

Student Complaints
Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf (Links to an external site.).

On-Line Students Complaints: http://www.distance.ufl.edu/student-complaint-process (Links to an external site.).