

Cover Sheet: Request 12100

ADV3XXX Branding

Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Thomas Kelleher tkell@ufl.edu
Created	11/21/2017 4:05:09 PM
Updated	11/26/2017 3:28:09 PM
Description of request	Principles of branding and brand strategy. Students will learn to think creatively and critically about strategies and tactics applied to build and manage brands with insight into diverse audiences.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Thomas Kelleher		11/21/2017
ADV3XXX Branding Sample Syllabus.pdf					11/21/2017
College	Approved	JOU - College of Journalism and Communications	Thomas Kelleher		11/26/2017
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/26/2017
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 12100

Info

Request: ADV3XXX Branding

Description of request: Principles of branding and brand strategy. Students will learn to think creatively and critically about strategies and tactics applied to build and manage brands with insight into diverse audiences.

Submitter: Thomas Kelleher tkell@ufl.edu

Created: 11/21/2017 3:42:00 PM

Form version: 1

Responses

Recommended PrefixADV

Course Level 3

Number XXX

Category of Instruction Intermediate

Lab Code L

Course Title Branding

Transcript Title Branding

Degree Type Baccalaureate

Delivery Method(s) 4637,4639 On-Campus, Online

Co-Listing No

Co-Listing Explanation no co-listing

Effective Term Earliest Available

Effective Year Earliest Available

Rotating Topic? No

Repeatable Credit? No

Amount of Credit 3

S/U Only? No

Contact Type Regularly Scheduled

Weekly Contact Hours 3

Course Description Principles of branding and brand strategy. Students will learn to think creatively and critically about strategies and tactics applied to build and manage brands with insight into diverse audiences.

Prerequisites MAR 3023(C) & ADV 3008(C)

Co-requisites none

Rationale and Placement in Curriculum Branding is central area of importance in both tracks of the proposed new advertising curriculum (Advertising Agency Track and Strategic Messaging Track). All advertising majors in both tracks will be required to take this core course.

Course Objectives -Identify, explain, and analyze the elements that create a strong brand.

- Illustrate how to build brand equity, including developing strong, emotional connections with consumers.

- Demonstrate understanding of brand positioning in a competitive global marketplace and assess how social and digital media may be utilized to express brand values and achieve brand growth goals.

- Formulate and assess brand marketing programs, and measure and interpret brand performance.

Course Textbook(s) and/or Other Assigned Reading Brand Aid by Brad Van Auken

The Social Media Bible: Tactics, Tools & Strategies for Business Success, Third Edition by Lon Safko

Platform: Get Noticed in a Noisy World by Michael Hyatt

Weekly Schedule of Topics Week 1

Intro/Syllabus Review/Basics of Branding

Brand Scavenger Hunt (Syllabus quiz due next session)

Week 2

Creating Emotional Connections: How do People Become Loyal to Brands?
Turn in Brand Scavenger Hunt

Week 3

Brand Identity: Core Values and Brand Promise
Discussion Board

Week 4

Brand Inventory: Designing Brand Elements

Week 5

Establishing a Niche in Marketplace

Week 6 **MIDTERM WEEK

Integrated Marketing Communications Programs for Brands in Digital Age

Week 7

Conducting a Brand Audit: Measuring Brand Performance
Discussion Board: Ideas for Evaluating Brands

Week 8

Brand Management: Established Brands vs. New Brands, Rebranding, Internal Communication

Week 9

Personal Branding and Authenticity
Resume/Personal Branding Statement

Week 10

Branding Beyond Products: Healthcare
Resume/Personal Branding Statement

Week 11

Developing Effective Brand Evaluation Plans

Week 12

Special In-Depth Look at Social Media Branding and Evaluation Metrics
Draft of Brand Audit

Week 13

Branding in a Global Marketplace: Local Brands vs. Regional vs. International; Multiculturalism
Discussion Board

Week 14

Beyond the brand: Managing brand equity for long-term success; brand extensions

Week 15

Review for Brand Audit, Q&A/Individual Meetings- Office Hours

Finals Week

No Meeting- Turn in Brand Audit

Links and PoliciesCurrent UF Grading Policies:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

UF Plagiarism Policy: regulations.ufl.edu/chapter4/4041.pdf

The Honor Code www.dso.ufl.edu/sccr/process/student-conduct-honor-code/

Disability Resource Center (352-392-8565) www.dso.ufl.edu/drc/

Online Evaluations <https://evaluations.ufl.edu>.

University Police Department: (352) 392-1111 or 9-1-1 for emergencies.

Counseling and Wellness Center, FREE for students: <http://www.counseling.ufl.edu/cwc/Default.aspx>, (352) 392-1575

Writing Studio, FREE for students: <https://writing.ufl.edu/writing-studio/hours-and-location/>, (352) 846-1138. Writing Studio is located in 302 Tigert Hall.

See sample syllabus for detailed policies.

Grading Scheme Brand Scavenger Hunt 5%

Attendance/Participation (includes 5 random reading quizzes (20 pts), 3 reflection essays (20 pts), syllabus quiz (10 pts), and 3 discussion activities (10 pts) 20%

Resume/Personal Branding Statement 5%

Midterm Exam 30%

Draft of Brand Audit Through SWOT Analysis Stage for Instructor Feedback (100 if submitted; 0 if not) 5%

Brand Audit (Team if bigger class, individual if smaller) 35%

See sample syllabus for details.

Instructor(s) Amanda Sams Bradshaw and "to be determined" new hire(s).

“Eat More Chicken:” Examining a Lovemark Brand From the Inside Out

ADV 4930 Fall 2018

Instructor: Amanda Sams Bradshaw Contact: abradshaw1@ufl.edu

Office Hours: Office G038, Mondays from 8:00-10:00 a.m., or by appointment



Period: 3 Tuesday/Thursday

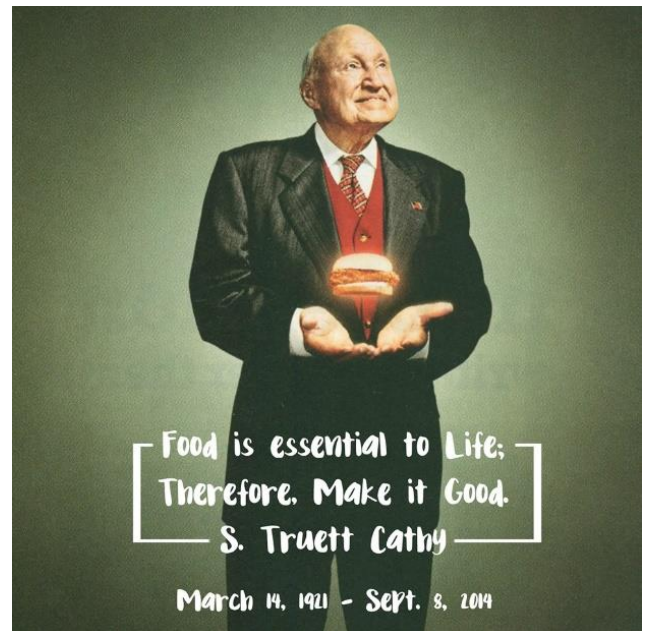
Location: Weimer Hall Room 3020

College of Journalism and Communications

University of Florida

I. Primary Course Objectives:

- Identify, explain, and analyze the elements that create a strong brand.
- Illustrate how to build brand equity, including developing strong, emotional connections with consumers.
- Demonstrate understanding of brand positioning in a competitive global marketplace and assess how social and digital media may be utilized to express brand values and achieve brand growth goals.
- Formulate and assess brand marketing programs, and measure and interpret brand performance.
- Produce a comprehensive brand audit for a Fortune 500 company; critique the brand using SWOT analysis and recommend strategic, measurable objectives.



II. Secondary Course Objectives

- Design and construct your personal brand, compare and contrast social media platforms, and synthesize writing and presentation skills to present one cohesive image.
- Analyze career goals and applications in the context of a global brand versus a local/regional brand and distinguish brand management strategies for each.



III. Course Description



Consumers today are swamped with 24/7 information overload; which products and services will they be drawn to and from which company? Brands today are more important than ever before. It's not just the catchy mission statement, bright colorful logo, and a TV jingle that attracts attention but a constant, consistent effort to build relationships with consumers and engage in two-way communication using digital and social media. We will dive into the processes and strategies brands use to create everyday surprises and spark emotional connections that build brand equity and ultimately generate loyalty beyond all reason: the most successful of all brands, lovemarks. Through the lens of fast food chicken mogul, Chick-fil-A, we will investigate strategies that this company and others use to express brand values, formulate a brand identity, segment consumers, and find a position in the marketplace that makes their company not only an option but the seemingly **only option to fill a particular need**.

IV. Materials To Buy



- *Brand Aid* by Brad Van Auken ~ \$22
- *The Social Media Bible: Tactics, Tools & Strategies for Business Success, Third Edition* by Lon Safko ~ \$16
- *Platform: Get Noticed in a Noisy World* by Michael Hyatt ~ \$10
- Notebook to take notes the old fashioned way (pencil & paper)

V. Rules, Regulations, and Recipes for Success

24 Hours Post Grading Policy

After you receive a grade, please wait at least 24 hours to contact the instructor. If you are displeased or wish to set up a meeting to ask questions, we can do so at that time. This grace period gives you time to reflect on your grade and to devise constructive questions.



Cell Phone & Technology Policy



Cell phones and laptops can be distracting to other students as well as the instructor; as such, they should be turned off and put away during class unless instructed in advance to bring for a specific in-class activity.

If you wish to take notes on a laptop, **please submit a 3-page double-spaced essay to the instructor explaining your need for this device no later than the third class meeting**. You will be assigned a seat on the first 2 rows of the class and must email your notes to the instructor on a weekly basis to demonstrate that you are using the device only for note taking.



Food & Drink Policy

In the interest of maintaining the cleanliness of UF classrooms, you may bring a drink with you to class as long as it has a cap. Other food and beverages are prohibited. If you are seen eating in class, you may be asked to throw the food away or to leave the class.

Attendance Policy

As a college student, you are an adult, and as such, you are ultimately responsible for attending class, completing all coursework, exams, deadlines, and projects in a timely manner. You are expected to be in class each week **on time**. Students arriving more than 10 minutes past the time that class begins will not be permitted to enter the room.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Please note that attendance may or may not be taken each class period using the Attendance One app, a sign in sheet, or any other means at the instructor's discretion, and the attendance policies set forth by UF will be abided by in full.

Each student is allowed **two personal absences**; these can be taken because you are ill, because your dog ate your homework, or because you simply wish to sleep in. Do not contact the instructor with excuses on the first two occasions that you miss class barring extreme circumstances. You should contact other students in the class to obtain notes from lectures or view the Powerpoint slides on Canvas; however, note that certain material on the midterm exam and brand audit project will only be discussed verbally in class and cannot be accessed later via Canvas.

Due to the nature of this course, **20% of your grade generates from active participation in class**. These activities may include but are not limited to: random reading quizzes, in class writing assignments, group activities, and time sensitive Canvas discussion board reflections. If you miss any of these activities, please do not ask to make it up. By enrolling in this course, you are committing to actively engage in this class just as I am committing to prepare for each class and give you the tools that you need to succeed. These activities are designed as a reward for those students who are fulfilling their end of the bargain.

Deadlines & Extensions: Unless an extraordinary circumstance arises, such as a medical or family emergency, deadlines are firm. Please email the instructor if you have questions or concerns at any time.



Extra Credit: Throughout the semester, in-class activities and games may be available to give participants opportunities to earn extra points – another incentive to be in class! *Additionally, 1 extra credit point will be offered for research participation through CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>). Please register a SONA account and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have become available. Typically, it is not until around maybe the third week of the semester that studies will become available. 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. Please see this video below for how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ If you have any questions, please contact the CJC SONA administrator through this email: uf-cjc-sonasystems@jou.ufl.edu.*

VI. Academic Dishonesty and University of Florida Honor Pledge

- What is **plagiarism**?
 - 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
- For more information, please see the UF Plagiarism Policy:
<http://regulations.ufl.edu/chapter4/4041.pdf>.

All 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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies 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 the instructor or TAs in this class.

Please detach, sign, and date and return this page to the instructor by no later than the second class meeting. By signing, you are agreeing to abide by the regulations outlined. Retain a copy for your records, and refer back to the UF website for additional information.

Student Signature

Date

AMANDA BRADSHAW



VII. Course Schedule

Date/Module	Topic	Due At Beginning of Class	Homework Assignments
Week 1	Intro/Syllabus Review/Basics of Branding		Brand Scavenger Hunt (Syllabus quiz due next session)
Week 2	Creating Emotional Connections: How do People Become Loyal to Brands?	Turn in Brand Scavenger Hunt	
Week 3	Brand Identity: Core Values and Brand Promise		Discussion Board
Week 4	Brand Inventory: Designing Brand Elements		
Week 5	Establishing a Niche in Marketplace		
Week 6 **MIDTERM WEEK	Integrated Marketing Communications Programs for Brands in Digital Age		
Week 7	Conducting a Brand Audit: Measuring Brand Performance		Discussion Board: Ideas for Evaluating Brands
Week 8	Brand Management: Established Brands vs. New Brands, Rebranding, Internal Communication		
Week 9	Personal Branding and Authenticity		Resume/Personal Branding Statement
Week 10	Branding Beyond Products: Healthcare	Resume/Personal Branding Statement	
Week 11	Developing Effective Brand Evaluation Plans		
Week 12	Special In-Depth Look at Social Media Branding and Evaluation Metrics	Draft of Brand Audit	
Week 13	Branding in a Global Marketplace: Local Brands vs. Regional vs. International; Multiculturalism		Discussion Board
Week 14	Beyond the brand: Managing brand equity for long-term success; brand extensions		
Week 15	Review for Brand Audit, Q&A/Individual Meetings- Office Hours		
Finals Week	No Meeting- Turn in Brand Audit by ___date.		

VIII. Major Assignments

- Brand Scavenger Hunt
- Attendance/Participation
- Resume/Personal Branding Statement
- Midterm Exam
- Draft of Brand Audit through SWOT Analysis stage
- Final-Brand Audit Report (see outline attached)

(More information is available on Canvas.)

IX. Grading

Total Points Available: 1000

Brand Scavenger Hunt	5%
Attendance/Participation (includes 5 random reading quizzes (20 pts), 3 reflection essays (20 pts), syllabus quiz (10 pts), and 3 discussion activities (10 pts))	20%
Resume/Personal Branding Statement	5%
Midterm Exam	30%
Submit Draft of Brand Audit Through SWOT Analysis Stage for Instructor Feedback	5% (100 if submitted; 0 if not).
Brand Audit (Team if bigger class, individual if smaller)	35%



Current UF Grading Policies:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

X. Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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.

XI. Online Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. 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/>.

XII. Additional Information/Helpful Resources

As the instructor of this course, I want to see you succeed beyond your wildest aspirations. I am available to meet with you one on one during office hours or by appointment. If you are struggling in the course or worried about anything, do not hesitate to reach out as early as possible to resolve the issue. Please do not wait until the last minute or right before grades are due. If you need assistance beyond what I may give you, please consider the following resources:

- University Police Department: (352) 392-1111 or 9-1-1 for emergencies.
- Counseling and Wellness Center, FREE for students:
<http://www.counseling.ufl.edu/cwc/Default.aspx>, (352) 392-1575
- Writing Studio, FREE for students: <https://writing.ufl.edu/writing-studio/hours-and-location/>, (352) 846-1138. Writing Studio is located in 302 Tigert Hall.

