“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.

AMANDA BRADSHAW
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/sscr/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
### VII. Course Schedule

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

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Brand Scavenger Hunt</td>
<td>5%</td>
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<tr>
<td>Attendance/Participation (includes 5 random reading quizzes (20 pts), 3 reflection essays (20 pts), syllabus quiz (10 pts), and 3 discussion activities (10 pts))</td>
<td>20%</td>
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<tr>
<td>Resume/Personal Branding Statement</td>
<td>5%</td>
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<tr>
<td>Midterm Exam</td>
<td>30%</td>
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<tr>
<td>Submit Draft of Brand Audit Through SWOT Analysis Stage for Instructor Feedback</td>
<td>5% (100 if submitted; 0 if not).</td>
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<tr>
<td>Brand Audit (Team if bigger class, individual if smaller)</td>
<td>35%</td>
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Current UF Grading Policies: 

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/](http://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](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/](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](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/](https://writing.ufl.edu/writing-studio/hours-and-location/), (352) 846-1138. Writing Studio is located in 302 Tigert Hall.