

This applied introductory course is designed to provide a broad, practical introduction to branding, brand strategy, and brand management, including the use of research methodologies throughout this process. Development of a brand platform, examination of the competitive landscape, identifying target consumers, positioning, and the creation of written branding guidelines will be covered.

COURSE INFORMATION

Course Number:	ADV 2141
Section:	801
CRN:	51927
Meeting Days/Times:	MWF 14:10-15:10
Meeting Location:	Room 609
Credit Hours:	3
Pre-/Co-Requisites:	None. Students may not receive credit for both this course and ADV 2101.

INSTRUCTOR INFORMATION

Name:	Dr. Ryan Eanes, Visiting Faculty Assistant Professor of Instruction, Department of Advertising & PR Klein College of Media and Communication
Office Location:	TBA
Telephone:	03-5441-9800
Email:	ryan.eanes@temple.edu
Office Hours:	By appointment

COURSE LEARNING GOALS

Upon successful completion of the course, students will:

- Understand the role of research in the practice of brand development and management
- Develop the ability to gather data in multiple formats and evaluate their usefulness in strategic applications, including brand strategy, product positioning, and creative executions
- Identify how research supports brand equity, and drives profitable and successful brands
- Develop awareness of how brands successfully connect and engage with consumers

COURSE MATERIALS

There is one required textbook for the course, but access to it will be provided electronically; it will not be necessary to purchase a copy unless you wish to do so.

Eanes, R. (2023). *Insightful branding: People-centric tactics for building brands*. Kendall Hunt.

ASSIGNMENT WEIGHTING

Chapter Quizzes.....	20%
Homework & In-Class Activities.....	20%
Brand Guidelines (Group)	35%
Final Presentation (Group).....	25%

GRADING SCALE & POLICIES

	A 93 – 100%	A– 90 – <93%
B+ 87 – <90%	B 83 – <87%	B– 80 – <83%
C+ 77 – <80%	C 73 – <77%	C– 70 – <73%
D+ 67 – <70%	D 63 – <67%	D– 60 – <63%
	F <60%	

- Assignments must be submitted by the stated deadline (both date and time). Any assignments that are submitted late will automatically be penalized 10% per day.
- Exceptions to these policies are made at the professor's discretion only. It is incumbent upon the student to reach out to the professor *proactively* in the event that absences or other issues may potentially impede the timely submission of assignments as expected.

COURSE CALENDAR

Week	Class	Date	Topic	Reading/Assignment
1	1	Jan 15 (M)	Welcome – Orientation to the course, syllabus, introductions, etc.	
	2	Jan 17 (W)	Brand History	Eanes Ch. 1
	3	Jan 19 (F)		
2	4	Jan 22 (M)	Brand Anatomy	Eanes Ch. 2
	5	Jan 24 (W)		
	6	Jan 26 (F)		
3	7	Jan 29 (M)	Brand Stakeholders	Eanes Ch. 3
	8	Jan 31 (W)		
	9	Feb 2 (F)	The Complex Consumer	Eanes Ch. 4
4	10	Feb 5 (M)		
	11	Feb 7 (W)		
	12	Feb 9 (F)		
5		Feb 12 (M)	UG Holiday – No Classes	
	13	Feb 14 (W)	Segmentation	Eanes Ch. 5
	14	Feb 16 (F)		

Week	Class	Date	Topic	Reading/Assignment
6	15	Feb 19 (M)	Segmentation	
	16	Feb 21 (W)		
		Feb 23 (F)	UG Holiday – No Classes	
7	17	Feb 26 (M)	Confirmatory Research	
	18	Feb 28 (W)		
	19	Mar 1 (F)		
8	20	Mar 4 (M)	Targeting	
	21	Mar 6 (W)		
	22	Mar 8 (F)	Positioning & Brand Personality	Eanes Ch. 6
9	23	Mar 11 (M)		
	24	Mar 13 (W)		
	25	Mar 15 (F)		
10	26	Mar 18 (M)		
		Mar 20 (W)	UG Holiday – No Classes	
	27	Mar 22 (F)	Brand Design & Psychology	Eanes Ch. 7
11	28	Mar 25 (M)		
	29	Mar 27 (W)		
	30	Mar 29 (F)		
12		Apr 1 (M)	UG Holiday – No Classes	
	31	Apr 3 (W)	Brand Consistency & Management	
	32	Apr 5 (F)		
13	33	Apr 8 (M)	Tools, Tips & Tricks of the Trade	
	34	Apr 10 (W)		
	35	Apr 12 (F)	Presentations	
14+	36	Apr 15 (M)	Presentations	

COURSE POLICIES

Attendance. Attendance is mandatory. Missing 4+ classes for unexcused reasons will seriously jeopardize your grade; more than 6 will lead to automatic failure of the course. Please speak to the professor as soon as possible if you believe an absence should be excused.

Engagement. A successful learning environment requires active engagement on the part of all students. This means you are required and expected to come to class, complete assignments, and materially participate. Otherwise, you will likely not get much out of the experience—lecturing is boring, both for you and for me. Expect the unexpected. 🤖

Academic Freedom & “Comfort Zones.” In this course (as with all courses), some material or conversation may push you outside of your comfort zone. Humanistic education is based on the idea that “nothing human is alien to me,” even when ideas may sometimes *seem* alien.

When this happens, understanding can only occur after examining an idea—even (and perhaps even especially) when it makes you uncomfortable. This is how we enlarge our subjective experience and knowledge—discomfort is instructive! It is an indicator that something about the idea needs to be probed more deeply. Forget the idea that it is an emotion to be avoided.

When discomfort occurs, remember that you still *retain your right to be safe*, meaning your voice will always be respected and acknowledged. In other words, any point of view, when respectfully offered, will be respectfully received. It is your right to enjoy freedom of expression and vigorous discussion of contrary viewpoints—but it is also your responsibility to uphold and protect these same rights for your fellow students.

Diversity & Differences. Our individual differences, highlighted by the university's Diversity Statement (kln.pw/f5d), add richness and complexity to the learning experience. Therefore, all opinions and experiences, no matter how different or controversial they may seem, must be respected in the tolerant spirit of academic discourse, so long as these are communicated civilly.

Treat me and your classmates with respect in all communication, class activities, and meetings. You are absolutely encouraged to comment upon, question, or critique ideas, but you are not entitled to employ personal attacks while doing so.

Remember, too, that sometimes sarcasm, humor, and slang can be misconstrued or misunderstood (especially in online interactions) and can generate unintentional disruptions. Make your best effort to adhere to general standards of acceptable social behavior (and netiquette, when online).

Tardiness & Interruptions. Please be respectful of both me and your classmates by arriving on time and minimizing distractions while class is in session. If you need to excuse yourself for any reason, please do so; you need not seek my permission. I simply ask that you leave and return as quietly and unobtrusively as you possibly can.

Professor's Commitment to Your Success. I am always apprehensive about the possibility that students might leave my class at the end of a term feeling that I did too little to help empower them to succeed. If, at any time, you do not understand an assignment or a task, you are uncertain why we are doing something, or if you just feel that you need more individual assistance, **please let me know** so that I can help you find a way to help you do your best. My job is to serve as your guide, not as an obstacle... so don't be afraid to use me as such!

UNIVERSITY POLICIES

Accessibility. Any student who has a need for accommodations based on the impact of a documented disability or medical condition should contact Disability Resources and Services (DRS) at tujdrs@tuj.temple.edu to request accommodations and learn more about the resources available to you. If you have a DRS accommodation letter to share with me, or you would like to discuss your accommodations, please contact me as soon as practical. I will work with you and with DRS to coordinate reasonable accommodations for all students with documented disabilities. All discussions related to your accommodations will be confidential.

Statement on Academic Freedom. Freedom to teach and freedom to learn are inseparable facets of academic freedom. The University has adopted a policy on Student and Faculty Academic Rights and Responsibilities (Policy # 03.70.02) which can be accessed at http://policies.temple.edu/getdoc.asp?policy_no=03.70.02.

Academic Honesty. Temple University believes strongly in academic honesty and integrity. Plagiarism and academic cheating are, therefore, prohibited.

Plagiarism is the unacknowledged use of another person's labor, another person's ideas, another person's words, or another person's assistance. *Academic cheating* is, generally, the thwarting or breaking of the general rules of academic work or the specific rules of the individual courses. It includes falsifying data; submitting, without the instructor's approval, work in one course which was done for another; helping others to plagiarize or cheat from one's own or another's work; or actually doing the work of another person.

The penalty for academic dishonesty can vary from receiving a reprimand and a failing grade for a particular assignment, to a failing grade in the course, to suspension or expulsion from the university. The penalty varies with the nature of the offense, the individual instructor, the department, and the school or college.

Refer to the following link for the full TU policy on plagiarism and academic cheating: <http://bulletin.temple.edu/undergraduate/about-temple-university/student-responsibilities/#academichonesty>

Taping and Recording of Classes. Recording of this class is permitted with instructor's permission, but only for personal use. Dissemination, broadcast, or transmission for non-personal, non-academic use will result in disciplinary action taken under the Student Code of Conduct.