



Course Syllabus

Introduction to Brand Strategy & Research

ADV 2141-001

Fall 2025

Instructor

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Office Hours

Wednesdays 3-5 PM
Annenberg 313
For other times, schedule at <https://calendly.com/eanes>

Meeting Information

Monday, Wednesday & Friday 10-10:50 AM
Ritter 207

Course Metadata

CRN	50496
Credit Hours	3
Pre-/Co-Requisites	None
Writing Intensive (WI)?	No

Catalog Description

The course covers the range of areas in which advertising research participates, or has the primary responsibility for, in the advertising process. Focus is on the role of research in the development of strategic advertising messages and the design of research using various methods to acquire useful insights. We will explore how these insights lead to strategies that inform effective and dynamic creative communications, and ultimately be the foundation of lasting successful brands. Students will have the unique opportunity to learn the fundamentals of branding (from theory to creative execution), how to build brand equity through proper brand positioning, how to use creative brief and strategy documents, and how to guide and inspire the creation of effective advertising.

Course Learning Goals

Upon successful completion of this 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

The primary readings for our course will come one textbook:

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

A physical copy of this book will be held at the Charles Library (check the **Course Reserves** tab on Canvas); if you wish to purchase a copy, either print or electronic, it is available through the university bookstore.

These texts will be supplemented with additional readings; these will also be linked to from Canvas.

Technology Requirements

Computer Access

Students are required to have ready access to a computer with up-to-date browser (e.g., Google Chrome, Microsoft Edge) and stable high-speed Internet connection. It is **highly recommended** that you install **at least two** different web browsers to work around potential website compatibility issues. I suggest Mozilla Firefox (getfirefox.com), Microsoft Edge (microsoft.com/en-us/edge), or Google Chrome (google.com/chrome), or Opera (opera.com). All are free, and all are available for both PC and Mac computers.

Resources are available for students who do not have the technology they need for class, including on-campus computer labs and laptop loan programs. Students with educational technology needs should review available options via OwlTech at <https://shopowltech.com/rentals>.

Canvas

Canvas is Temple University's official "learning management system" (LMS); you can reach your Canvas "dashboard" at canvas.temple.edu. Assigned readings and resources will be posted on our course Canvas page. It is your responsibility to routinely check Canvas for announcements, updates to assignments, etc.

Adobe Creative Cloud/Suite

As a Temple University student, you have access to the full Adobe Creative Cloud suite, which includes Photoshop, Illustrator, InDesign, and other software. You can download and install this software on your computer by logging into TUportal and clicking "Adobe Creative Cloud" in the TUapplications pane.

It is strongly encouraged that you download the software and begin to familiarize yourself with it, as it is the worldwide standard in terms of creative execution. While this course is not design-specific, you are likely to find it beneficial to be able to "play around" with these programs in a low-pressure environment.

Email & Announcements

While I generally try to post all important announcements on Canvas, there may be instances where I need to send emails. If this is the case, they will be sent to your **@temple.edu** email address, and the subject line will begin with **[ADV2141]** so that you can spot it right away.

Policy on Generative AI Tools (e.g., ChatGPT)

Temple has established a blanket policy that prohibits the use of generative AI tools (e.g., ChatGPT, Perplexity, DALL-E, etc.) by students, unless an instructor explicitly grants permission.

For this specific course, the use of generative AI is permitted for the following activities:

- Brainstorming and refining ideas
- Fine-tuning research questions
- Finding information on a topic
- Drafting outlines to organize your thoughts
- Checking grammar, spelling and style

You are responsible for the information that you submit based on an AI query (i.e., that it does not violate intellectual property rights, or contain erroneous information or unethical content). In other words, **you are ultimately responsible for all submissions**, regardless of the tools that you use to generate them.

If and when you use generative AI tools to help with an assignment, you are expected to make a note to that effect when you submit it. If you are ever in doubt about whether a particular type of usage is permitted, please ask for clarification.

Classroom Culture & Expectations of Conduct

Engagement & Participation

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... as you'll quickly learn, I am not like many other professors – lecturing is boring, both for you and for me. Expect the unexpected. 😊

Academic Freedom & Comfort Zones

In this course (as with all courses), it is likely that 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 and Differences

Our individual differences, highlighted by the university’s Diversity Statement (<https://www.temple.edu/life-at-temple/diversity-inclusivity>), 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).

Course Components & Grade Values

Reading Quizzes	25%
Rebranding Project	55%
	Includes both individual & group components
Final Presentation (Group)	20%

Grading Scale

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

Course Calendar

Please refer to the course Canvas page for the most up-to-date course calendar. Note that **any changes will be posted as an Announcement** and/or emailed to you at your **@temple.edu** email address.

Meeting	Topic/Activities
Mon 8/25	Syllabus Day
Wed 8/27	Brand History
Fri 8/29	Reading: Eanes (2023), Ch. 1
Mon 9/1	Labor Day (no class)
Wed 9/3	Brand Anatomy
Fri 9/5	Reading: Eanes (2023), Ch. 2
Mon 9/8	Brand Stakeholders
	Reading: Eanes (2023), Ch. 3
Wed 9/10	The Complex Consumer Reading: Eanes (2023), Ch. 4
Fri 9/12	
Mon 9/15	
Wed 9/17	
Fri 9/19	
Mon 9/22	Segmentation Reading: Eanes (2023), Ch. 5 (first half)
Wed 9/24	
Fri 9/26	
Mon 9/29	
Wed 10/1	
Fri 10/3	Confirmatory Research Reading: Eanes (2023), Ch. 5 (second half)
Mon 10/6	
Wed 10/8	
Fri 10/10	Professor at ACR Conference (no class)
Mon 10/13	Targeting
Wed 10/15	Reading: TBD
Fri 10/17	Fall Wellness Day (no class)
Mon 10/20	Positioning & Brand Personality Reading: Eanes (2023), Ch. 6
Wed 10/22	
Fri 10/24	
Mon 10/27	
Wed 10/29	
Fri 10/31	

Mon 11/3	Brand Design & Psychology Reading: Eanes (2023), Ch. 7
Wed 11/5	
Fri 11/7	
Mon 11/10	
Wed 11/12	
Fri 11/14	
Mon 11/17	Brand Consistency & Management Reading: TBD
Wed 11/19	
Fri 11/21	
Mon 11/24- Fri 11/28	Fall Break & Thanksgiving Holiday (no classes)
Mon 12/1	Project Workshops & Advising
Wed 12/3	
Fri 12/5	Final Presentations
Mon 12/8	

Additional Policies & Resources

Academic Honor Code

The academic honor code is articulated in the University Policies & Procedures Manual (<https://studentconduct.temple.edu/conduct-process>). Cheating and/or plagiarism on any examination or assignment may result in automatic failure of the course and recommendation to the University Disciplinary Committee for further disciplinary action. Plagiarism and cheating are serious offenses that carry severe repercussions and will not be tolerated.

Students with Disabilities & Learning Differences

Temple University is committed to the inclusion of students with disabilities and provides accessible instruction, including accessible technology and instructional materials. This includes students who may have COVID-related special needs (e.g., so-called “long COVID”).

The process for requesting access and accommodations for this course is as follows. First, (1) contact the [Office of Disability Resources and Services \(drs@temple.edu, 215-204-1280\)](mailto:drs@temple.edu) to register & request accommodations. Next, (2) DRS will consult with me as needed about essential components of the program; finally, after the process is completed, please (3) provide me with a DRS accommodation letter.

Course Materials

Handouts, outlines, slide decks, study guides, exams, and other written/printed materials, whether electronic or in hard copy form, are the intellectual property of the professor. Notes and handouts may not be used for any commercial purpose, sold, resold, or repackaged; this includes the

sale of class notes to online distributors. Students who violate this policy may be subject to disciplinary action.

Student Support Services

It is not uncommon for college students to encounter struggles. First and foremost, remember that you are not alone! There are a range of student support services available, including:

- **Student Success Center** (studentsuccess.temple.edu) for academic coaching, peer study sessions, tutoring & writing assistance
- **Temple University Libraries** offer an extensive range of assistance with research, technology, and access to an extraordinary collection of books and texts; see their Undergraduate User Guide (library.temple.edu/services/undergraduate-user-guide)
- **Temple Career Center** (careercenter.temple.edu) and Career Services at Klein College (klein-temple-csm.symplcity.com)
- **Tuttleman Counseling Services** (counseling.temple.edu/access-services, 215-204-7276)
- **Disability Resources & Services** (disabilityresources.temple.edu, 215-204-1280)
- **Cherry Pantry** (studentcenter.temple.edu/cherry-pantry) food bank located inside the Gittis Student Center
- **Student Emergency Aid Fund** (deanofstudents.temple.edu/student-emergency-aid-fund) for short-term financial assistance in unusual or unforeseen circumstances

If you don't see a resource that seems appropriate to your situation, please don't hesitate to reach out to the Division of Student Affairs (studentaffairs.temple.edu) or the Dean of Students (dos@temple.edu, 215-204-7188).