

**MMC 3030**  
**Personal Branding**  
**W | Period 10**  
**5:10 PM – 6:00 PM**

**Professor:**

Nicole Irving  
[Nirving@jou.ufl.edu](mailto:Nirving@jou.ufl.edu)

**Office Hours:**

Available upon request

*“Personal branding describes the process by which individuals and entrepreneurs differentiate themselves and stand out from a crowd by identifying and articulating their unique value and proposition, whether personal or professional, and then leverage it across platforms with a consistent message to achieve a specific goal” ~ Dan Schawbel*

**Objective:**

This class reviews what it means to define you as a personal brand- and how to communicate it to the world. We will take a close look at how celebrities, journalists and others sell themselves and position themselves for success and build their brand in the digital age. We will have guest speakers and class projects to help you understand creative strategies and help you define your brand and share it with the world. We will dive into how and why you should care about your brand. This class is focused around classroom discussions, critical thinking and participation.

**Computer/Ipad/Phone**

Since we will be taking a close look at how one connects with others and shares their brand up close and personal though good old fashion commination, aka talking and sharing in real time, we will not need computers or technology for the majority of the semester. So, please leave them in you bags.

**Materials Needed for Class:**

Paper  
Pencil  
Pen  
Sharpie: Any color

**Grading**

**Attendance:** 100 Points

Since this is a required course for your degree, attendance is mandatory and participation is expected. **Four random pop attendances quizzes** will determine your attendance grade. No makeups for missed attendance will be given, unless a doctor's note or extreme, unforeseen circumstances have happened. You are adults. It is up to you if you will be in Bora Bora or in class. Choose wisely.

**Networking Assignment:** 100 points

Details provided in class

No late assignments accepted

**Personal Branding Group Assignment:** 100 points

Details provided in Class

**Homework/classwork:** 100 points

A 376-400

A- 360-375

B+ 348-359

B 332-347

B- 320-331

C+ 308-319

C 292-307

C- 280-291

D+ 268-279

D 252-267

D- 240-251

E 0-239

**HONOR CODE**

Violations of the honor code include such things as plagiarizing or fabricating material. Please see the department's policy on plagiarism at [www.jou.ufl.edu/jou](http://www.jou.ufl.edu/jou). Violation results in an automatic failing grade and dismissal from the journalism program.

**Schedule:**

This class will be broken down into class discussions, projects and guest speakers. Updates will be given on Canvas.