

## MMC 3030 Personal Branding for Communicators

Instructors: Andrea Billups/Tom Burton

**Contact:** Andrea 517-775-9951, [andreabillups@hotmail.com](mailto:andreabillups@hotmail.com)

Tom: 407-257-5602, [tburton@jou.ufl.edu](mailto:tburton@jou.ufl.edu)

**Objective:** This class reviews what it means to define yourself as a personal brand — and how to communicate your special sauce, so to speak, to the world. We'll explore how well-knowns create themselves, sell themselves and position themselves — and work on creative strategies that help you to share your best and most unique face professionally to the world. We'll review case studies, we'll craft your presence on social and we'll talk about ethics and best practices that help you to showcase your talents. Let's begin to define YOU as a memorable and authentic brand. And let's have some fun doing it.

Week 1 — Starting Today You Are a Brand — No, You Are.  
But what do you stand for? What will you share?

3 Words That Define Me

Assignment — Your 30-Second Elevator Speech

Reading: <http://www.fastcompany.com/28905/brand-called-you>

Reading: <https://www.livecareer.com/quintessential/job-search-elevator-speech>

Reading: <https://deansguide.wordpress.com/2008/06/22/guy-kawasakis-hard-line-what-is-your-unfair-advantage/>

Week 2 — What's the Pitch for You? — Elevator speeches in class. Everyone gets a shot at sharing what they think with others. Of course we'll be gently and constructively offering critiques.

Reading: Defining Your Brand—

<http://www.forbes.com/sites/williamarruda/2015/06/09/10-crucial-questions-for-defining-your-personal-brand/#7308ce007ed7>

Reading: You Are Your Company — <http://www.inc.com/jeff-haden/the-one-word-that-defines-a-great-personal-brand.html>

Week 3 — Coming to Terms with Your Power

Case Studies Begin — Let's See How Several Influencers Shape Their Public Mojo — Who Turns Your Head and Why?

Ivanka Trump

Reading: Dad's Best Campaign Asset Isn't Political at All

<http://www.newsweek.com/inside-ivanka-trump-brand-482904>

Reading: Women Who Work — <http://www.personalbrandingblog.com/personal-branding-interview-ivanka-trump/>

Reading: Ivanka Trump's Brand  
<http://www.businessinsider.com/ivanka-trumps-brand-2016-8>

Week 4 — Case Studies continue  
Anthony Bourdain

Reading: The Anthony Bourdain Brand <http://www.grubstreet.com/2012/04/the-appeal-of-anthony-bourdain.html>

Reading: Delicious Marketing Lessons From Anthony Bourdain's Voracious Brand  
<http://www.fastcompany.com/3009941/delicious-marketing-lessons-from-anthony-bourdains-voracious-brand>

Read: 23 Anthony Bourdain Quotes on Culture, Cuisine and Following Your Calling  
<http://www.wisdompills.com/2015/10/17/23-anthony-bourdain-quotes-on-culture-cuisine-and-following-your-calling/>

Watch: Spend some time watching Bourdain at work  
<http://www.cnn.com/shows/anthony-bourdain-parts-unknown>  
Parts Unknown is also on Netflix.

Week 5 — Creating your ideal presence online — telling your story well — "KNOW LIKE TRUST"

What does my digital footprint tell the world about me?

1. Who are you being in the world?
2. What are you committed to?
3. What can people count on you for?

Creating a digital footprint:  
<https://about.me>

Video Review: Ted Talk — Digital footprints | Michelle Clark | TEDxHollywood  
<https://www.youtube.com/watch?v=NIGyTp4Nd4M>

Video Review: Ted Talk — From Branding With Love  
<https://www.youtube.com/watch?v=HPnhg2YolHc>

Week 6 — Give your online story some sass — photos, video, creativity. What are your brand traits? How to you convey this distinctively?

Readings:

Week 7 — Presentation: How to Speak Your Brand to Others?  
Guest speaker — Details TBD.

Week 8 — Personal Projects — TBD

Week 9 — Personal Projects — TBD

Week 10 — Personal Projects — TBD

Week 11 — Formal Brand Presentations — In class — 3 minutes each

Week 12 — Formal Brand Presentations — In class — 3 minutes each

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**Attendance policy:** Please attend class. We only have it once each week and there will be assignments made you'll need to know about, some of them in-class work. If you are sick and cannot make it, it is your responsibility to let us know and also to discern what you missed. Late assignments may only be turned in with permission and approval from the instructor **PRIOR TO YOUR ABSENCE**. Do not attempt to turn in late work if you did not discuss your absence prior to your missed class. We will not accept it. Have respect for your time and ours. Please communicate with me honestly. We may deviate from this syllabus throughout the semester so do not miss class and expect to know what has been covered.

Grading:

Participation: 20 percent

Personal Brand Memo: 25 percent

Website/materials creation & development — 25 percent

Formal Brand Presentation/Final — 30 percent

### Grading scale

A = 90 or above

A- = 87 - 89

B+ = 84 - 86

B = 80 - 83

B- = 77 - 79

C+ = 74 - 76

C = 70 - 73

C- = 67 - 69

D+ = 64 - 66

D = 60 - 63

D- = 57 - 59

E = 56 or below

**Class attendance, make-up exams, etc.**

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>

**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.

**Your feedback**

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/>