

MMC 3030
Personal Branding for Communicators
Section: 17D7
R | Period 11
6:15 PM - 7:05 PM
Room: FLG 0201

PROFESSOR

Nicole Irving
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OFFICE HOURS

Available upon request

Teaching assistant

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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 course examines how to define and develop a personal brand in today’s competitive global marketplace and how to communicate that effectively and professionally. We will explore why it is important to create a personal brand, how to create a personal brand for and study how other well- known people have done it beautifully. We will study methods for conveying a consistent personal brand and you will be exposed to real life opportunities to immerse yourself in the community and showcase your brand to others.

Topics that we will cover:

Networking skills
Email/texting etiquette
Non-verbal presence
The handshake
Social Media
Online presence and branding
Who are you, really?

Week 1: HELLO!

Week 2: Starting today, you are a brand! How to begin defining your brand.

Week 3: How do we build your brand?

Week 4: Communicating effectively verbal and nonverbal

Week 5: How to dress for the job you want

Week 6: Networking

Week 7: Creating a digital Footprint// Ted X

Week 8: Mistakes

Week 9: The elevator pitch

Week 10: Celebrity branding/Case Studies

Week 11: Celebrity branding/Case Studies

Week 12: Guest Speaker

Week 13: TBA

Week 14: No School: Happy Thanksgiving

Week 15: Last Class Networking/branding bonanza

Week 16: Final exam

Attendance Policy:

Please attend class. We only have it once a week and each week there will be assignments for you to complete and know about, some of them will be in class work. If you are sick and cannot make it to class, it is your responsibility to let us know and recover what you missed. Late assignments may only be turned in with permission and approval from Professor Irving 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 may deviate from the syllabus throughout the semester so do not miss class and expect to know what has been covered.

For every unexcused class, 25 points will be deducted.

Computer/ipad/phone:

You will NOT need your computer, ipad or phone for the majority of this class. If you do need them, I will let you know before hand. Because of this, I do not need to see them out on your desks. Please respect this rule. **20 point deduction if you have it out on a non-required day.**

Books:

There are no assigned books for this class. There will be assigned readings for the world wide web of information.

What you will need:

Paper

Pen

Pencil

(Brownie points for colored pens and pencils)

Grading Scale:

A: 465-500

C-: 350-364

A-: 450-464

D+: 335-349

B+: 435-449

D: 320-334

B: 420-434

D-: 300-319

B-: 400-419

E: 299 and below

C+: 380-399

C: 365-379

ASSIGNMENT GRADES BROKEN DOWN:

Quizzes: 100 points (25 points each)

Networking assignment: 150 (75 points each part)

Attendance/Participation: 100

Classwork/homework: 50 points (25 points each)

Personal Branding portfolio: 100 (Due day of final at midnight)

STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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

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. Violation results in an automatic failing grade and dismissal from the journalism program.

INSTRUCTOR

Adjunct Professor Nicole Irving is the owner and publisher of Giggle Magazine, the award-winning parenting and family magazine in Alachua County and Leon County, Florida and the award winning Wellness360 Magazine, a health and wellness magazine for Alachua County. She is an UF alum with an honors degree in Sociology. Irving is a writer, speaker and adjunct lecturer at the University of Florida. She currently sits on the Board of Directors for the Florida Magazine Association, a Leadership Gainesville Class of 38 graduate, active member of the Junior League of Gainesville, Small Business Partner with the United Way, member of the Parenting Media Association, Winner of the 2012 Business of the Year for Leading Women's Enterprise and a member of both the Gainesville and Tallahassee Chambers of Commerce. Nicole is originally from New York and came to Gainesville in 1997 from Jupiter, Florida. She is the mom to three boys and has been married to her high school sweetheart since 2001.

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