

PROFESSOR

Nicole Irving
Nirving@jou.ufl.edu

OFFICE HOURS

Available upon request
Wednesdays, before class

MMC 3030**Personal Branding for Communicators****Section: 113E****W| Period 10****5:10 PM - 6:00 PM****Room: FLG0270**

"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 will take a close look at how to define you as a 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 through good old fashion communication, aka talking and sharing in real time, we will not need computers or technology for the bulk of the class. So, please leave them in your bags and I will let you know when to bring them out for use! Questions? Let me know!

Materials Needed:

One subject notebook
Pencil
Pen
Sharpie, any color

ASSIGNMENTS/ GRADES BRAKE DOWN:**Attendance: 120 points**

Since this is a required course for your degree, attendance is mandatory and participation is expected. Six random pop quizzes throughout the semester will determine your attendance grade. Generally, no exceptions will be made except for extreme, unforeseen circumstances. You are adults. You do not need to email me about missing class because of your trip to Bora Bora or your best friend's wedding. If you have a religious holiday or an extended illness, talk to me before the missed class. Otherwise, this attendance policy is firm

Networking assignment: 180 points

Details to be provided in class

Group Personal Brand Project: 150

Details to be provided in class

Personal Branding Statement 50:

Details to be provided in class

Homework:

There will be the occasional homework/reading to prepare for class.

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		

Canvas:

We will use Canvas as a means of communication, assignments and grades. It is your responsibility to check it daily. Please do not begin working on an assignment until you see the full details posted.

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.