

MMC 3030
Personal Branding for Communications
100% virtual: Fall 2020
1 credit

Professor:

Nicole Irving

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Office Hours:

Available upon request via zoom

“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 takes an up-close in-depth look at what it means to define yourself as a personal brand and how to communicate it to the world. We will take examine at how one position themselves for success in today’s changing landscape and how to build their brand in the digital age successfully. We will dive into how and why you should care about your brand.

The Class: Fall 2020

Due to the climate of the world and COVID-19, this class is being taught as asynchronous this year and 100% virtually. Each week there will be slide shows, readings, videos and small assignments to turn in via canvas.

Canvas:

Canvas will be your go to source for schoolwork, assignments and announcements. All questions about grades and assignments can be emailed or sent via Canvas to me.

Grading;

Homework/classwork: 200 points

Creating a Brand: 200 points

Grading Scale:

A:	376-400	C-:	280-290
A-:	360-375	D+:	268-279
B+:	348-359	D:	252-267
B:	332-347	D-:	240-251
B-:	320-331	E:	239 and below
C+:	308-319		
C:	292-307		

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.

Zoom Professionalism (JOU) (if and when we need to meet)

Please be mindful of maintaining a professional appearance and conduct via our remote lecture meetings. Consider your wardrobe and hygiene just as you would were we all in the same room, as well as your audio and visual backgrounds.

Cameras: (If needed for meeting with students/group work/etc.)

You are expected to have your camera on during Zoom sessions. If you go to black screen for a significant amount of time, points will be deducted from your attendance/participation score at the instructor's discretion. Note that lectures will be recorded for educational purposes. If you have extenuating circumstances or concerns about Zoom attendance, please see the instructor.

Virtual backgrounds

You are encouraged to use virtual backgrounds for Zoom if you want to protect the privacy of your environment or surroundings.

Diversity and Inclusion:

I am committed to creating an inclusive environment in which all students are respected and valued. I will not tolerate disrespectful language or behavior on the basis of age, ability, color/ethnicity/race, gender identity/expression, marital/parental status, military/veteran's status, national origin, political affiliation, religious/spiritual beliefs, sex, sexual orientation, socioeconomic status or other visible or non-visible differences.

Schedule:

Week 1 (9/2)

Welcome Letter

What is a personal branding statement?

Week 2 (9/9)

Authentic Self & Values

Week 3 (9/16)

Brand Archetypes

Week 4: (9/23)

Color and branding

Week 5: (9/30)

Nonverbal Communication

Week 6: (10/7)

4 Tendencies

Week 7: (10/14)

Mishaps in personal branding

Week 8: (10/21)

Networking when you can't!

Week 9: (10/28)

Power of Habits:

Week 10: (11/4)

Branding Partnerships

Week 11: (11/11)

What's trending in branding!

Week 12: (11/18)

Take a look at you! What does your current brand say?

Week 13: (11/25)

TBD

Week 14: (12/2)

TBD

Week 15 (12/9)

TBD