

# Personal Branding for Communicators Syllabus

---

## Instructor

Ms. Alex Avelino

## Phone

352-294-8254

## Email

aavelino@ufl.edu

## Office Location

Veterinary Academic  
Building, V1-100L

## Office Hours

[Appointment Link](#)

## Course Times/Room

Tuesdays P 9  
MAEB 0238

## Course Overview

Welcome to Personal Branding for Communicators! This course is designed to explore, embrace and strategize each professional's personal brand and style. The course will teach you to highlight your personal strengths, while preparing for different communications scenarios. The course includes lecture, case studies, group discussion and individual/group projects. This is a product-driven course and will leave you with a "portfolio of you" by the end of the semester.

## Required Text

[The Gifts of Imperfection](#) by **Dr. Brene Brown**

## Student Learning Outcomes:

- Identify what makes a strong personal brand through case studies and discussions
- Learn personality/character traits and market them for future employment opportunities
- Feel confident and comfortable sharing your personal story/brand
- Accept what is *not* your brand
- Develop public speaking and presentation skills
- Create a robust communicator's portfolio using multiple communication platforms

## Course Schedule (Subject to adjustments-assignments/due dates found on Canvas)

---

<b>Week</b>	<b>Topic</b>
Week 1 August 30 <sup>th</sup>	Welcome to Personal Branding!
Week 2 September 6 <sup>th</sup>	Branding Basics with Alexis Rose Communications
Week 3 September 13 <sup>th</sup>	Stepping Into The Arena: Who Am I?
Week 4 September 20 <sup>th</sup>	Emotional IQ
Week 5 September 27 <sup>th</sup>	How to Listen & Body Language
Week 6 October 4 <sup>th</sup>	TED Talks, Public Speaking & Powerpoint
Week 7 October 11 <sup>th</sup>	The Art of the Pitch
Week 8 October 18 <sup>th</sup>	No In-Person Class: Virtual One-on-One Check-Ins
Week 9 October 25 <sup>th</sup>	How Far Have We Come, What Else Do We Need?
Week 10 November 1 <sup>st</sup>	Careers in Communications
Week 11 November 8 <sup>th</sup>	Breaking Down an Empire
Week 12 November 15 <sup>th</sup>	Communicating Inclusively
Week 13 November 22 <sup>nd</sup>	Crisis Communications
Week 14 November 29 <sup>th</sup>	Sustainability—Making It All Work
Week 15 December 6 <sup>th</sup>	Final Project Presentations

---

### **Attendance:**

Attendance is necessary for presentations and group feedback; you are expected to attend lectures. Excused absences include family emergencies, illness, jury duty, military service, and professional conferences where you are presenting a paper, speaking on a panel, or accepting an award. All work must be turned in on time unless other arrangements are made with me. Arriving late or leaving early is disruptive to creating a critical learning environment. Please be on time and remain until class is dismissed. Your participation in class not only benefits you, but everyone else in the class. We need you there for the entirety to elevate the experience for everyone.

### **Be Respectful:**

We will be using technology on many different platforms throughout the course for myriad reasons, however, turning off your cell phone and laptop during lectures enhances the learning environment for everyone. Please limit any unnecessary disruptions or distractions during class.

## **Grading:**

Grading for this course will be at times, subjective. I will do my best to be fair and balanced. Your effort and participation in the learning process are the most critical components to your grade. Your final grade will depend mainly on the quality of work you hand in with special emphasis on your improvement throughout the course.

## **Grading Scale**

The minimum score to pass this course is a C, or 72.5. Scores are rounded to the nearest whole point: 89.4 rounds down to 89 (B+) while 89.5 rounds up to 90 (A-).

<b>A (100-94)</b>	<b>B (86-83)</b>	<b>C (76-73)</b>	<b>D (66-63)</b>
<b>A- (93-90)</b>	<b>B- (82-80)</b>	<b>C- (72-70)</b>	<b>D- (62-60)</b>
<b>B+ (89-87)</b>	<b>C+ (79-77)</b>	<b>D+ (69-67)</b>	<b>E (&lt; 59)</b>

## **Honesty, Integrity and Ethics:**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. Student conflict and conflict resolutions guidelines can be found at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>. If you have any questions or concerns, please consult with me.

## **Diversity, Inclusion and Equity**

The University of Florida’s College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

I would like to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, etc.) To help accomplish this:

- If you have a name and/or set of pronouns that differ from those that appear in your official UF records, please let me know!
- If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. If you prefer to speak with someone outside of the course, please visit: <https://www.jou.ufl.edu/diversity-and-inclusion/>
- I (like many people) am still in the process of learning about diverse perspectives and identities. If something was said in class (by anyone) that made you feel uncomfortable, please talk to me about it.

Please contact me with any concerns regarding inclusion and equity, including accessibility of equipment and software.

### **COVID Considerations:**

We plan to have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.](#)

### **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.

### **Useful Resources:**

- **Division of Student Affairs** (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. <http://www.ufsa.ufl.edu/>
- **UF Counseling & Wellness Center** (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. <http://www.counseling.ufl.edu/cwc/>
- **Disability Resource Center** (352-392-1261) – Students requesting class accommodations must first register with the Disability Resource Center. You will

receive documentation to give to each of your instructors. You must meet with your lab instructor and with me during office hours to discuss special arrangements. Please act immediately. <http://www.dso.ufl.edu/drc/>

- **Communication Coaching Center** (1088 Weimer Hall) –Student members of the Journalism and Communications Ambassadors staff the center. They can provide coaching on writing assignments, grammar and AP style issues. They also can assist you in applying for internships and finding sources for a story. <http://www.ufjca.org/communications-coaching-center.html>
- **Computers** – Call 352-392-HELP (4357) or email [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- **Knight Division** for Scholarships, Career Services and Multicultural Affairs (1060 Weimer) -Provides information on scholarships and internships and sets up the College Interviewing Day each semester. Dr. Katrice Graham is the director. <http://www.jou.ufl.edu/knight/>

### **Course Evaluations:**

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/>.