

MMC 3030: Personal Branding for Communicators
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and Mondays 12:00–1:00 pm in Room 1080

This course will teach students how to communicate well at every level from resumes to TED Talks. They will learn how to communicate and connect as a professional. They will develop a professional image and examine the role of social media in establishing and promoting that image. Students will emerge with an understanding of their personal identity and their professional image. They will begin to develop a digital portfolio that could follow them throughout their program of study.

Competencies to be covered:

- Master basic personal communication skills for composing e-mails, texts and other office communication.
- Master basic skills for seeking employment: Cover letter and resume writing, learning about potential employers, executing a successful interview.
- Master skills for establishing a professional identity: Using social media to develop and disseminate a professional identity and take advantage of networking opportunities through entities such as LinkedIn.
- Master basic presentation skills.
- Master basic public speaking skills.

Assignments and Grading

Students will complete four assignments:

Resume and Cover Letter Job Application - Due September 13

Group Personal Brand Critique - Due October 18

In-Class Speech - Due November 22

LinkedIn Profile/Presence - Due November 29

Grades will be earned based on the following:

Class attendance and participation	15%
Resume and Cover Letter	20%
Group Personal Brand Critique	20%
In-Class Speech	20%
LinkedIn Profile/Presence	25%

Grading Scale

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

Scores are rounded to the nearest whole point: 89.4 rounds down to 89 (B+) while 89.5 rounds up to 90 (A-). The [UF grading policy](#) details how GPA is computed.

Class Attendance

Students are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first-class meeting.

Acceptable reasons for absence from or failure to engage in class include illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., a job interview or club activity) may be deemed acceptable if approved by the instructor.

For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible prior to the class. For all unplanned absences because of accidents or emergency situations, students should contact their instructor as soon as conditions permit.

Students shall be permitted a reasonable amount of time to make up the material or activities covered during absence from class or inability to engage in class activities because of the reasons outlined above.

If a student does not participate in at least one of the first two class meetings of a course or laboratory in which they are registered, and they have not contacted the department to indicate their intent, the student can be dropped from the course. Students must not assume that they will be dropped, however. The department will notify students if they have been dropped from a course or laboratory.

The university recognizes the right of the instructor to make attendance mandatory and require documentation for absences (except for religious holidays), missed work, or inability to fully engage in class. After due warning, an instructor can prohibit further attendance and subsequently assign a failing grade for excessive absences.

Lecture Plan

Week One:

You As A Brand

Resumes and Cover Letters: What Works, What Doesn't and Why

Week Two:

Resumes Part 2 – Good Examples and How to Build Each Section

Week Three:

E-mail and Text Etiquette: The Do's and Don'ts Before You Hit "Send"
Elevator Speeches – Let's Get You Ready

Week Four:

In-class Elevator Pitches
Building Your LinkedIn Profile – Put Your Value in the Spotlight

Week Five:

Using Social Media to Promote Yourself/Your Brand
Brand Building via Content Marketing

Week Six:

The Key Role of Tone of Voice in Building Your Brand

Week Seven:

The Speed of Trust and Why It Matters

Week Eight:

Group Personal Brand Presentations - Critique a Personal Brand of Your Choice

Week Nine:

Job Interviews – How to Prepare to Interview and Be Interviewed

Week Ten:

Job Interviews – Students will interview for jobs in small groups and dissect the experience
This is a 30-minute exercise. Students will pair with a partner and take turns interviewing and being interviewed.

Week Eleven:

How to Overcome Public Speaking Anxiety
The Importance of Body Language in Presentations

Week Twelve:

Tips for Working with the Media
TED talks - keys to great TED Talks and other speeches

Week Thirteen:

Public Speaking In-class assignment

Week Fourteen:

Public Speaking In-class assignment
LinkedIn Profiles due

Week Fifteen:

Branding is a Journey, Not a Destination

UF Honor Code

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 Semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Conduct Code.](#) If you have any questions or concerns, please consult with the instructor in this class.

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Diversity

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.

Reporters tell the stories of a community and all individuals who make up a given community. We serve, help and inform everyone. In order to best carry out these ideals, we must exhibit respect, inclusiveness and an understanding for all people. These expectations during field work will also be carried into this classroom. Our differences will serve as a strength that we embrace as we discuss relevant story ideas, developing contacts within a community or even storytelling techniques. Exposure to different perspectives, values, ideals and experiences will make us all better, more compassionate and understanding journalists. We all learn best and maximize our outcomes when we feel comfortable. Please let me know what I can do to make sure you feel respected and welcomed in this space.

You *will* encounter ideas and thoughts you do *not* agree with but understand that this is one of the central purposes of this course. Sometimes, we need to feel uncomfortable in order to step outside of our worlds and enter the realities of others. We seek to be challenged!

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Accommodations For Students With Disabilities

Students requesting classroom accommodation must first **register with the Dean of Students Office**. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

Online Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give

feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Campus Resources: Health and Wellness

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process.