

MMC 3030 >>

Personal Branding for Communicators

The Basics

Section: 4C26

Meets: Online on Thursdays from 9:35-10:25 (Period 3)

Zoom URL: <https://us02web.zoom.us/j/81341119951?pwd=bTVlQXRldUI1T2VMRW0xOFJvQUI5dz09>

Meeting ID: 813 4111 9951

Passcode: 674972

Professor: Ashira Morris

Email: almorris@ufl.edu

Office Hours: On Zoom. By request [via Calenderly](#)

Responsiveness: I will reply to emails within 24 hours on weekdays and by the following Monday on weekends.

Objective: This course examines how to define and develop a personal brand in today's job marketplace — and how to communicate that effectively and professionally. We will explore your own values and interests, how to present them in compelling ways, and why branding is important to your future career. We'll study verbal, written, and visual methods for conveying a consistent personal brand through exercises and activities. By the end of the class, you'll gain a better understanding of your values, create your own visual brand, and develop a personal narrative story.

Reading and Materials

This course has no textbooks but does have readings and exercises you'll use throughout the class. They have been compiled into a workbook for our semester together here. You can print it out and write on it or complete the activities digitally, but keep in mind that this workbook will be turned in

twice over the course of the end of the semester. It will cumulatively count for **half of your grade**. Keep up and keep track of it accordingly.

Grading

Grades are based on 500 cumulative points through the semester from the following assignments:

- Workbook (Check-in #1): 125 points
- Workbook (Check-in #2): 125 points
- Final branding exercise: 150 points
- Participation: 100 points

Most of the work for this class happens when we meet. There won't much homework beyond readings and the final branding exercise, but that means you need to show up and take part in discussions. There is no final. Your final branding exercise will serve as the cumulative reflection on your work this semester.

A: 465-500	C: 365-379
A-: 450-464	C-: 350-364
B+: 435-449	D+: 335-349
B: 420-434	D: 320-334
B-: 400-419	D-: 300-319
C+: 380-399	E: 299 and below

Course Outline

	Topic	Class Format
1: Aug. 25	Introductions and inspiration	Exercises + discussion
2: Sept. 1	Why have a brand?	Exercises + discussion
3: Sept. 8	Values and goals	Exercises + discussion

	Topic	Class Format
4: Sept. 15	Mission statements	Exercises + discussion
5: Sept. 22	Identity and authenticity	Exercises + discussion
6: Sept. 29	Main character energy	Exercises + discussion
7: Oct. 6	Embracing change	Guest speaker: Ayana Lage
8: Oct. 13	Meet your collaborators	Activity + debrief
9: Oct 20	Pitches and interviews <i>Workbook check in #1</i>	Activity + debrief
10: Oct 27	Visual branding	Guest speaker: Irina Wang
11: Nov. 3	Social media as a tool	Exercises + discussion
12: Nov. 10	Money, money, money	Guest speaker: Julia Carpenter
13: Nov. 17	Work identity, personal identity <i>Workbook check in #2</i>	Discussion
14: Nov. 24	No class: Thanksgiving	
15: April 14	Putting it all together <i>Final branding exercise due</i>	Presentation + discussion

Honor Code, Disability, Mental Health, and Diversity

Honor code: Violations of the honor code include plagiarizing material from other sources or fabricating material, as well as other forms of cheating. Violations will result in a failing grade, dismissal from the program, and being reported to the Honor Court. This class is about exploring your own sense of self — you aren't going to gain anything by copying someone else. Just don't do it. The full Honor Code is here if you'd like to read it: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

Disability: 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.

Mental Health: Over the course of the semester, you might experience stressors that can impact your academic experience and personal well-being. It could be academic pressure, challenges associated with relationships, an ongoing mental health condition you're already managing, identity issues, finances — anything. Know that in this course, your mental health will be treated with the same importance as your physical health. If any challenges arise, let me know and we can talk through the best way to navigate the course assignments with them in mind.

You can reach the Counseling and Wellness center at <https://counseling.ufl.edu> or 352.392.1575.

Diversity: It is my intent that students from diverse backgrounds and perspectives are well-served by this course and that diversity is viewed as a strength. My goal is to share materials and activities that are respectful of: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Please let me know ways to improve the effectiveness of the course for you personally or for others.

Please let me know if something said or done in the classroom, by either myself or other students, is troubling or causes discomfort or offense. Even if that's not the intention, I don't want to overlook anyone feeling invalidated or hurt. If this occurs, there are several possible actions:

1. Discuss the situation privately with me. I am always open to listening to students' experiences and want to work with students to find acceptable ways to process and address the issue.
2. Discuss the situation with the class. At least one other student in the class may have had a similar response to the material. Discussion enhances the ability for all class participants to have a fuller understanding of context and impact of course material and class discussions.
3. Notify me of the issue through another source such as your academic adviser, a trusted faculty member or a peer. If for any reason you do not feel comfortable discussing the issue directly with me, I encourage you to seek out another, more comfortable avenue to address the issue.
4. If you prefer to speak with someone outside of the course, Joanna Hernandez, CJC director of inclusion and diversity, is an excellent resource. You can email her at jhernandez@jou.ufl.edu.

About Ashira

Ashira is a freelance writer, editor, and art director based between Tallahassee and Sofia, Bulgaria. She is passionate about local environments and the forces that shape them. She writes about environmental issues and art for publications including National Geographic, the Guardian, and Artforum. She has worked on programming for the BBC World Service and PBS NewsHour, and she is a judge for the annual Bow Seat Ocean Awareness Programs writing contest. Ashira graduated from the University of Florida in 2014 and taught Multimedia Reporting for the College of Journalism in 2021. You can see a selection of her work at www.ashiramorris.com.