

MMC3030: Personal Branding for Communicators Section: 24976 Fall 2023 Period 3 Tuesday (9:35 a.m. – 10:25 a.m.)	Instructor: Vicki Bradley VickiBradley@ufl.edu 336.870.4242 Office Hours: Available by request
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Course Description

Your personal brand is how you promote yourself to the world. It is how you tell your story, share experiences, and knowledge to help set yourself apart from others in both your personal and professional worlds.

Student Outcomes

This course will help students define their personal brand. We will explore tools and platforms that can be utilized to leverage your brand among potential employers. We will examine the importance of networking with peers and industry leaders. Additionally, this course will help students build a foundation for effective communication with potential employers.

What We'll Cover

- How to create your personal brand
- Building relationships and making meaningful connections via social media
- Handling a brand crisis
- Understanding the power of public speaking
- Communication with potential employers before, during, and after the interview
- The value of being active in your community.

Schedule of Topics

Week 1	Getting to know you
Week 2	Winning through personal branding
Week 3	Independent Assignment –Who do you love?
Week 4	Developing your personal brand
Week 5	Creating a social media strategy
Week 6	Winning on social media
Week 7	Media Matters: Telling your story
Week 8	Power of public speaking
Week 9	Beyond the words: Talking Body Language
Week 10	We've got a problem: Crisis Communications
Week 11	The launch with Chirag Shah
Week 12	Building connections and job leads through LinkedIn
Week 13	Effective communication with potential employers
Week 14	Preparing for the interview, do this – not that
Week 15	The importance of servant leadership & giving back

Assignments:

During the semester students will be given 5 assignments.

The professor will provide an overview of expectations of the assignments on the weeks they are handed out.

All assignments will need to be turned in by 6 p.m. the following Monday for full credit.

Final Project:

During this course students will create and maintain a professional LinkedIn account. If students already have a professional account, they will be allowed to use those for this project.

Post assignment topics and focus will be given out during class the week before posts are due.

Grading:

For this course, you will have the opportunity to earn 500 points in three areas:

- Attendance and Participation: 150 points
- Assignments: 150 points
- Class Project: 200 points

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

Attendance & Participation

Students are expected to show up to each class with their cameras on, ready to engage. Students who log on but fail to turn on their cameras will receive 5 points off their overall Attendance and Participation for each time this occurs. Student will be allowed one excused absence during the semester. An excused absence means you have communicated to me prior to a class that you will be absent that week. Missing more than one class or having an unexcused absence will result in a 20-point deduction per absence from a student's overall final grade.

UF Honor Policy

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 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 or TAs in this class.

Use of Artificial Intelligence

Students are expected to only submit work for a grade that they completed on their own. The use of CHAT GPT or similar AI programs is not allowed.

Tech Support

It is the student's responsibility to address any technical issues that could cause them to miss class or be delayed in turning in an assignment. If you are having any issues on our UF platforms, please be sure to contact the help desk. [Click here to contact the help desk or get solutions for certain tech issues.](#)

Diversity Statement

As we explore personal branding students, students are encouraged to embrace what makes them different and unique. Part of that process means fostering and embracing an environment where everyone feels comfortable and respected. For this to happen, we must all be open minded and understanding of ideas and viewpoints that might not always align with our own. This will be an inclusive environment in which all students are appreciated and valued. Disrespectful language or behavior based on 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 will not be tolerated.

Disabilities Statement

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. [Click here to get started with the Disability Resource Center.](#) It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.

Professor Note:

I look forward to going on this personal branding journey with you, let's do great things!
"Be yourself, everyone else is already taken."
-Oscar Wilde