

MMC 3030
Personal Branding for Communicators
Fall 2023
1 credit

Professor:

Nicole Irving

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Office Hours:

Available upon request

“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 and in-depth look at what it takes to define yourself as a personal brand and how to effectively communicate it to the world. We will examine at how one can 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.

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: 100 points

Creating a Brand: 200 points (FINAL PROJECT)(*No late assignments will be accepted*)

Attendance: 100 Points (5 random attendance quizzes will be given/ 20 points each)

Please do not schedule reporting projects or interviews for other classes during this class time.

**Excused absences need to be in writing to me. Doctor's note required.*

Supplies:

You will **NOT** need your computers for class, unless otherwise told by me.

I will share the slideshows with you after class via Canvas.

Phones are to be turned on silent and placed in your bag. If there is an emergency and you need to take a call, please exit quietly, handle your affairs, and come back to class.

Each class you **WILL** need, starting DAY 1!

*Notebook paper: NORMAL size, not little scraps of paper

*Pen/Pencil

You will need access to:

Printer

Stapler

(I highly suggest locating one early in the semester)

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.

AI Statement:

You may not turn in work that is not your own, including work generated by Chat GPT and other AI programs.

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.

Communication:

This class is nestled in the College of Journalism and COMMUNICATIONS. As such, I do expect communication! This is an immersive class, meaning we will hold discussions and have an active class, so, please come prepared to engage!

Schedule: *(this is a preliminary schedule and may be modified)*

Week 1

Welcome and Values

Week 2

Brand Archetypes

Week 3

Color and branding

Week 4:

Nonverbal Communication

Week 5:

4 Tendencies

Week 6:

Mishaps in personal branding

Week 7:

Power of Habits:

Week 8:

Branding Partnerships

Week 9:

TBD

Week 10:

TBD

Week 11:

TBD

Week 12:

Assign groups: Work on presentation

Week 13:

TBD

Week 14:

Thanksgiving (No school)

Week 15

Presentations

Week 16
Presentations