

MMC 3030: Personal Branding

SYLLABUS

The Basics

Section: PB05

Meets: Online on Thursdays from 9:35-10:25 a.m. (Period 3) at

<https://us02web.zoom.us/j/87837096180?pwd=R1bYIfzebraVbkCoZICa0lXmbCip1X.1>

Meeting ID: 878 3709 6180

Passcode: 823621

Instructor: Ashira Morris

Email: almorris@ufl.edu

Office Hours: Thursdays 1 – 5 p.m. and by request via [Calenderly](#).

Getting in Touch: I don't have an office on campus, but I'll always respond to emails within 24 hours (on weekdays) and am always happy to set up a time to chat via Zoom outside of my remote office hours.

Objective: This course examines how to define and effectively communicate a personal brand in today's job marketplace. We will explore your values, interests, and talents — then practice telling the story of your work in verbal, written, and visual modes. By the end of the class, you'll gain a better understanding of your professional self and how to share it with the world, culminating in developing a personal website.

Reading and Materials

This course has no textbooks but does have readings and a workbook you'll use throughout the class. You can print it out and write on it or complete the activities digitally — but remember that it will be submitted via Canvas for grading and feedback **three times** over the course of the end of the semester. It will cumulatively count for **more than half of your grade**. Keep up and keep track of it accordingly.

Grading

Most of the work for this class happens when we meet. There is no final — your final branding exercise will serve as the cumulative reflection on your work this semester.

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

Workbook Check-in #1: 100 points

Workbook Check-in #2: 100 points
Workbook Check-in #3: 100 points
Final branding exercise: 200 points

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|-------------|------------------|
| 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

| Date | Topic | Class Format |
|---------------|--|---------------------------|
| 1 — Aug. 21 | Introductions + Inspiration | Lecture + exercises |
| 2 — Aug. 28 | Defining Brand | Lecture + exercises |
| 3 — Sept. 4 | Existing Brand Audit | Activity + reflection |
| 4 — Sept. 11 | Values + Mission Statements <i>Workbook check-in #1</i> | Lecture + exercises |
| 5 — Sept. 18 | Personal Narratives | Lecture + exercises |
| 6 — Sept. 25 | First Jobs | Guest speaker panel |
| 7 — Oct. 2 | Networking | Activity + reflection |
| 8 — Oct. 9 | Interviews | Activity + reflection |
| 9 — Oct. 16 | Money Management <i>Workbook check-in #2</i> | Guest speaker |
| 10 — Oct. 23 | Short-form Video | Guest speaker + exercises |
| 11 — Oct. 30 | Newsletters + Podcasts | Guest speaker + exercises |
| 12 — Nov. 6 | Social Media as a Tool | Lecture + exercises |
| 13 — Nov. 13 | Your Brand Plan <i>Workbook check-in #3</i> | Lecture + exercises |
| 14 — Nov. 20 | Final presentations | Presentations |
| [15 — Nov. 26 | Thanksgiving/No Class] | |

Honor Code, Disability, Mental Health, Diversity

Honor code: Violations of the honor code include plagiarizing material from other sources, fabricating material, and 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 better understanding yourself — you aren't going to gain anything by copying someone else. Related: using Chat GPT or other AI programs are tools, but they won't generate your brand. 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 or 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 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.

About Ashira

Ashira is a freelance writer based between Tallahassee and Sofia, Bulgaria. She is passionate about local environments and the forces that shape them. Her work has been published by National Geographic, Foreign Policy, and Artforum. She has worked on programming for the BBC World Service, 99 Percent Invisible, and PBS NewsHour, and she is a board member of the Florida Student News Watch. She wrote the Panhandle chapter of A24's "Florida!" book.

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.