

Personal Branding for Communicators Syllabus

Instructors

Ms. Alex Avelino
(Prof A)
TA: Lorenza
Landgraf Marchi

Phone

352-273-2512

Email

aavelino@ufl.edu

Office

Library West 534

Office Hours

Thursdays
2:30-4:30pm
or by appointment

Course Times/Room

Tuesdays P 9
WEIM 1076

Course Overview

Welcome to Personal Branding for Communicators!

This course is designed to explore, embrace and strategize each professional's personal brand and style. The course will teach you to highlight your personal strengths, while preparing for different communications scenarios. The course includes lecture, case studies, group discussion and projects. This is an introspective course and will leave you with a greater understanding of who you are by the end of the semester.

Required Text

The Gifts of Imperfection by Dr. Brene Brown

Student Learning Outcomes:

- Identify what makes a strong personal brand through case studies and discussions
- Learn personality/character traits and market them for future employment opportunities
- Feel confident and comfortable sharing your personal story/brand
- Accept what is *not* your brand
- Develop public speaking and presentation skills
- Create a robust communicator's portfolio using LinkedIn

Course Schedule (Subject to adjustments-assignments/due dates found on Canvas)

Week	Topic
Week 1	Welcome to Personal Branding!
Week 2	Branding Basics
Week 3	Stepping Into The Arena: Who Am I?
Week 4	Emotional IQ
Week 5	How to Listen & Body Language
Week 6	All Things Presentation
Week 7	Making Sense of Me
Week 8	<i>No In-Person Class: Virtual Check-Ins</i>
Week 9	Branding Decathlon
Week 10	<i>NO CLASS SPRING BREAK</i>
Week 11	Communications Careers
Week 12	Crisis Communications
Week 13	Branding Speed Dating
Week 14	Breaking Down Your Empire
Week 15	Final Presentations

Attendance:

Attendance is necessary for presentations and group feedback; you are expected to attend lectures. Excused absences include family emergencies, illness, jury duty, military service, and professional conferences where you are presenting a paper, speaking on a panel, or accepting an award. All work must be turned in on time unless other arrangements are made with me. Arriving late or leaving early is disruptive to creating a critical learning environment. Please be on time and remain until class is dismissed. Your participation in class not only benefits you, but everyone else in the class. We need you there for the entirety to elevate the experience for everyone.

Be Respectful:

We will be using technology on many different platforms throughout the course for myriad reasons, however, turning off your cell phone and laptop during lectures enhances the learning environment for everyone. Please limit any unnecessary disruptions or distractions during class.

Grading:

Grading for this course will be at times, subjective. I will do my best to be fair and balanced. Your effort and participation in the learning process are the most critical components to your grade. Your final grade will depend mainly on the quality of work you hand in with special emphasis on your improvement throughout the course. Most assignments are due at 4pm on each day of class. You may turn in three late assignments. These drop one letter grade per “day” late for two days.

Grading Scale

The minimum score to pass this course is a C, or 72.5. Scores are rounded to the nearest whole point: 89.4 rounds down to 89 (B+) while 89.5 rounds up to 90 (A-).

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)

Honesty, Integrity and Ethics:

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 Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. Student conflict and conflict resolutions guidelines can be found at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>. You may not turn in work that is not your own, including work generated by Chat GPT and other AI programs. If you have any questions or concerns, please consult with me.

Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Students with Disabilities:

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. Students with disabilities should follow this procedure as early as possible in the semester.

Useful Resources:

- **Division of Student Affairs** (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. <http://www.ufsa.ufl.edu/>
- **UF Counseling & Wellness Center** (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. <http://www.counseling.ufl.edu/cwc/>
- **Communication Coaching Center** (1088 Weimer Hall) –Student members of the Journalism and Communications Ambassadors staff the center. They can provide coaching on writing assignments, grammar and AP style issues. They also can assist you in applying for internships and finding sources for a story. <http://www.ufjca.org/communications-coaching-center.html>
- **Computers** – Call 352-392-HELP (4357) or email helpdesk@ufl.edu.
- **Knight Division** for Scholarships, Career Services and Multicultural Affairs (1060 Weimer) -Provides information on scholarships and internships and sets up the College Interviewing Day each semester. Dr. Katrice Graham is the director. <http://www.jou.ufl.edu/knight/>.