

MAR 101 U05 – Personal Branding**Summer 2022 Semester: Dates TBD**

GENERAL INFORMATION

Instructor: Dr. Christopher Allen, D.B.A.	Phone: (561) 907-6509
Office Hours: By Appointments Only	Email: jabbo@jabbogroup.org

COURSE OVERVIEW:

Thought leadership and personal branding are two essentials yet often ambiguous ingredients in a career strategy. This course will arm students with the resources to identify their brand, better understand personal brand values alignment in their career and other areas of their life and employ personal branding communications strategies in digital and in-person contexts – including social media platforms and networking opportunities.

COURSE DESCRIPTION:

A brand is a set of expectations, memories, stories, and relationships that, taken together, inform a consumer's decision to choose one product or service over another. A brand is a promise and requirement for differentiation in a crowded marketplace. Products, services, politicians, celebrities, and nations build brands to distinguish themselves from competitors to increase mindshare and market share. So, what is a personal brand? Your brand helps build trusted, valuable relationships and allows you to make a meaningful difference in the world. Your brand is being who you are with distinction, relevance, and consistency. Your brand consists of reputation and reach and must be authentic and consistent. Your brand is what people say about you when you are not in the room. Whether in your professional life or your social network, an authentic, trusted personal brand is important to success. This course will prepare students to identify and strengthen their personal brand by developing a clear value proposition, setting goals, and taking risks that can lead to landing a dream job, getting a promotion or raise, increasing confidence, and being a genuinely excellent human.

HOW WE'LL WORK:

We will work together as a class, in small groups, and in 1:1 session on defining and building your personal brand. As the course progresses, we will have subject-matter expert guest speakers who will share their insights on personal branding. You are encouraged to come to class prepared to ask questions, work on projects alone and with your classmates, and be open to learning, developing, and sharing best practices and ideas.

COURSE OBJECTIVES:

By the end of the semester, students will be able to: -- define their personal brand; -- understand how to align their talents, skills better, and values in the workplace; and -- be confident in their personal brand and understand how to effectively communicate who they are and what they have to offer.

CLASSROOM ETIQUETTE, CLASS PARTICIPATION, AND OTHER GUIDELINES

A successful class depends on the active engagement of all students. Students should turn off all cell phones or other communication devices while in class. Class discussions should be respectful and considerate of others' views and opinions. What happens in class stays unless you receive permission from the instructor or another student to share something.

PREPARATION AND READINESS:

Students are expected to: -- come to class having read the assignments; -- contribute meaningfully to class discussions; -- talk about and do work to define and communicate their personal brand; -- work collaboratively with others in the class; -- be open to feedback and guidance; and -- be ready to practice in real life what they learn in class.

TEACHING PHILOSOPHY:

I believe you learn by doing, so this class will feature weekly in-class assignments, discussions, and active listening. There is no need to take notes in this class. I would prefer you not to have your laptops open during lectures and discussions. Doing the readings each week bolstered by in-class active listening and conversation will yield a far greater understanding of this topic and better enable you to do the work to define and communicate your brand. "I cannot take notes. **WHAT THE WHAT?**" Do not panic. After class, I will email you summary lecture notes and additional reading, thoughts, and resources that may be useful to you. Classes will feature lectures, discussions, in-class exercises, and assignments. Later in the semester, there will also be 1:1 consultation and feedback sessions with me. Because building your personal brand is so personal, it is important to me that I set aside time for each of you to work with me individually on your goals and tasks to make real progress toward understanding and developing your personal brand, as well as to deliver a final project that has a meaningful real-world value that you can continue to work on after the semester comes to an end. Coming to these 1:1 session prepared and ready to work will contribute to your Class Participation grade. I also expect you to support one another's work, as we will have in-class collaboration sessions on specific topics.

SYLLABUS MODIFICATION

The syllabus may change to accommodate the discussion of emerging topics. Also, guest speakers' schedules may require some shifting of the agenda. I will make every effort to provide as much advance notice as possible for any alterations.

PRE-ASSESSMENT:

4 P's

- If you were a product or service, what would you be? (Product)
- How would you promote yourself? (Promotion)
- Where are you located (Place)?
- What would be your Price? Price is based on the value of your current market. (Price)

S.W.O.T.

Conducting a SWOT Analysis

- Where are your Strengths?
- Where are weaknesses?
- What opportunities are present?
- What are your biggest threats?

Product Life Cycle

What is your understanding of the Product Life Cycle?

- Introduction
- Growth
- Maturity
- Decline

COURSE CALENDAR: WEEKLY ACTIVITIES SCHEDULE

Modules	Discussion Topics	Assignments
Module 1	<ul style="list-style-type: none"> • If you were a product or service, what would you be? (Product) • Product or Service (Successful and failed) • Where are your Strengths? (SWOT) • Introduction Stage (Product Life Cycle) 	
Module 2	<ul style="list-style-type: none"> • How would you promote yourself? (Promotion) • Promotions (Successful and Failed) • Where are weaknesses? (SWOT) • Growth (Product Life Cycle) 	
Module 3	<ul style="list-style-type: none"> • Where are you located (Place)? • Place (Successful and Failed) • What opportunities are present (SWOT) • Maturity (Product Life Cycle) 	
Module 4	<ul style="list-style-type: none"> • What would be your Price? Price is based on the value of your current market. (Price) • Price (Successful and Failed) • What are your biggest threats? (SWOT) • Decline (Product Life Cycle) 	

POST-ASSESSMENT:

What has changed or remained the same?

- If you were a product or service, what would you be? (Product)
- How would you promote yourself? (Promotion)
- Where are you located (Place)?
- What would be your Price? Price is based on the value of your current market. (Price)

REQUIRED READING:

- Brand You: Turn Your Unique Talents Into a Winning Formula; John Purkiss and David RoystonLee (ISBN: 978-0273777694; \$18.98 paperback)
- Be Your Own Brand: Achieve More of What You Want by Being More of Who You Are; David McNally and Karl D. Speak (ISBN: 978-1605098104; \$13.69 paperback)
- Please come to class each week conversant in current events, news, and popular culture. In addition, the resources (reading, podcasts) below are listed in the Assignments section of your syllabus in the corresponding weeks they are to be read/listened to:
- What is Your Personal Brand? (Inc.)
- The Brand Called You (Fast Company)
- We're All Terrible at Understanding Each Other (Harvard Business Review)
- Why I Just Asked My Students to Put Their Laptops Away (Medium)
- A Letter to Past Graduate-Student Me (Chronicle of Higher Education)
- Chris Hardwick 2.0: How the Talking Dead Host Rebranded Himself as a Nerd for All Platforms (Fast Company)
- Mike Rowe's response re: "follow your passion" (Facebook via Yellowhammer News)
- How to Talk About Your Skills without Sounding Like a Show-Off (Fast Company)
- How and Why to Do a Life Audit (Medium)
- Five Unexpected Ways to Build Your Personal Brand (Forbes)
- How to Discover Your Authentic Self and Live the Life You Really Want (Lifehacker)
- The Authenticity Paradox (Harvard Business Review)
- Forget the Elevator Pitch. Try Catchy Hallway Conversation Instead (Entrepreneur)
- The Five Beats of Successful Storytelling & How They Can Help You Land Your Next Job (99U)
- Your Future Employer Is Watching You Online. You Should Be, Too (Harvard Business Review)
- How One Stupid Tweet Blew Up Justine Sacco's Life (NYT)
- Reply All podcast: Silence and Respect (Gimlet Media)
- After a Public shaming, reclaiming my dignity (Washington Post)
- How to Protect Your Online Personal Brand and Reputation (The Undercover Recruiter)
- The International Crisis of Lance Armstrong's Brand (Personal Branding Blog)
- Why You're Thinking About Networking All Wrong (Entrepreneur)
- A Master Networker Shares His Top 20 Networking Tips (Business Insider)
- Personal Branding for Introverts (Harvard Business Review)

- The art of asking: or, how to ask and get what you want (Medium)
- How to Build a World-Class Network in Record Time (Tim Ferriss)
- 25 Ways to Create Highly Shareable Content (Convince and Convert)
- 6 Tips to Keep Your Personal Brand Present (The Undercover Recruiter)
- Why Flexibility Is Your Key to Personal Branding Success (Entrepreneur)
- Leadership and the Power of Listening (n2Growth blog)
- The Art of Feedback: Striking a Balance Between Guidance and Criticism (Lifehacker)
- Why There Are No Right or Wrong Career Moves (Lifehacker)