

Course Syllabus

- Course Title:*** MMC 3030-01
Personal Branding
- Course Schedule:*** August 12, 2017- October 13, 2017
- Course Location/Times:*** St. Thomas University– OMH # 7
Tuesday 6:00 PM–10:00 PM
- Required Text:*** Chritton (2014). Personal Branding For Dummies (2nd ed.): Wiley
ISBN- 978-1118915554
- McCarthy&Ewing-Mulligan (2015) Wine For Dummies
6 edition
978-1119118848
- Suggested Text:*** Singh & Diamond (2012). Social Media Marketing For Dummies (2nd ed.): Wiley
ISBN-978-1-118-06514-3
- Stevens (2012). Professional Presence (1th ed.):
Greenleaf Book Press, ISBN-978-1-60832-279-4
- Professor's Name:*** Dr. HAGAI GRINGARTEN
- Telephone:*** 305.628.6635
- E-mail Address:*** hgringarten@stu.edu
- Availability:*** * The best way to contact me is via email at my St. Thomas University email (above).
* If you need to call me, I am generally available

during my office hours.

***If these times are not convenient, please let me know and I will be happy to accommodate your schedule if at all possible.**

*** I will respond within 24 hours and I expect you to do the same when communicating with your classmates or me.**

Welcome!

Be distinct or be extinct!

A warm welcome to MMC 3030 *Personal Branding*. I'm looking forward to make this course stimulating, fun and a good learning experience for all of us.

This syllabus will provide you with an overview of the course, assignments, grading, procedures, and expectations. Please review this syllabus carefully, and let me know if you have any questions.

Also, please remember if there is any administrative question related to this course, this syllabus is considered the "ruling document."

Instructor Bio

I am a full time Business Administration Professor at St. Thomas University.

Along the way, I founded and later sold a specialty coffee company, worked as Development Manager for Blockbuster International, served as president of the South Florida chapter of the American Marketing association, and co-authored a best-selling book about coffee.

I am a first generation college graduate and as a student I attended school full time and worked full time. Because of my past experiences, I can relate to many students.

I have a BBA in International Finance and Marketing, MBA in Marketing and my Ph.D. specialization was in Branding. I also pursued postgraduate studies at Harvard Graduate School of Business and the Kellogg School of Management.

Currently I serve as Publisher and Editor-in-Chief of the *Journal of Multidisciplinary Research*. www.jmrpublication.org

I also serve on the Editorial Review Board of the *Journal of International & Interdisciplinary Business Research*.

COURSE DESCRIPTION

A comprehensive overview of branding strategies and tactics involved in building personal brand equity and improving communication and professional skills at work, school, and socially. This course provides a basic understanding of branding concepts and will address the most important issues involved in application of brand principles to oneself, while creating and building a better personal brand.

LEARNING OUTCOMES

Upon completion of the course, students should be able to recognize and/or demonstrate:

- Create “the best of you”
- Create and project professional image and attitude
- Achieve effective written and oral communication skills
- Demonstrate good interview and networking skills
- Present successful presentations
- Attain general office protocol and e-mail
- Learn global business etiquette
- Utilize a directed working and learning experience to expand knowledge of successful career development
- Define professional career goals
- Become career focused
- Understand the concept of professionalism as it relates to Appearance, Character and Effectiveness
- Develop a professional resume
- Develop a personal brand to advance future career marketability

Point Values for the Course Assignments

ASSIGNMENTS	DUE	POINTS
Attendance, class dialogue and discussions *Attendance *Class dialogue * Homework	All Weeks	15
Personal brand plan & class presentations	TBA	20
Effective Résumé Writing	TBA	10
Professional LinkedIn	TBA	10
Business card	TBA	5
“60-120 seconds” Youtube branding presentation	TBA	15
Professional image presentation	TBA	15
Elevator speech	TBA	5
Email signature		5
Total		100
Bonus		4

Schedule:**Week 1**

- Introduction to branding
- Business Cards
- Resume writing
- LinkedIn
- Rebranding in motion pictures

Week 2

- Crafting your personal brand
- Knowing your brand (Personal SWOT)
- Writing a brand story (yours)

Week 3

- Controlling your brand (Protocol-poise, business etiquette)
- Controlling your brand (Personal-image, dressing your brand)
- Controlling your brand (Professional-presentations)

Week 4

- Communicating your brand (social media-LinkedIn)
- Communicating your brand (create your ad)

Week 5

- Demonstrate and build your brand (business cards)
- Demonstrate and build your brand

Week 6

- Building a personal network
- Personal branding in the work place

Week 7

- Building brand equity-leveraging brand associations.
- Social media marketing

Week 8

- Writing your personal brand
- Social media marketing

Week 9

- Personal brand presentations

Course Changes

I have the right to change or modify any assignment during this course. I do not approve make-up course work, partial credit or extra credit course work.

Attendance and participation

Students will attend all classes. **Tardiness beyond role call is an absence!**

Students who miss a class will not receive participation points for that class. No partial, additional or makeup work will be assigned. If an absence is necessary, please contact me in advance.

Participation is a graded part of the course. Classroom participation is based on active involvement in discussions during the class, and I take into account both quality and quantity when doing grading. In fairness to those who do fully attend, I have to take even those situations into account in grading participation.

COURSE ASSIGNMENTS

Unless otherwise indicated all written assignments must be typed or word-processed, and a hard copy submitted. **All written assignments must adhere to accepted APA (6th edition) principles of citation.**

Course Standards

- Students are graded on achievement, rather than effort.
- **Use of cellular phones, iPods, laptops or any other electronic devices is prohibited during class!**
- **Cell phones and other similar devices should be turned off and out of sight prior to class starting.** If you have an emergency purpose phone (parent/childcare, EMT) and require your phone to be on, please set it to vibrate and notify me that you must have it on during class period

Citing External Sources

A particularly important part of writing a paper (as well as developing presentations) is giving credit to external sources used. In many cases, failure to cite external sources may also involve a paper being considered to be not in conformance with the Academic Honesty policy as outlined later in this syllabus,

and/or result in a paper being considered to contain plagiarism. Sources which must be cited include:

- Material from another source used word-for-word (direct quote); -

Material from another source with some rewording (revised quote); -

Material from another source put into your own wording (paraphrase).

At the very least, failure to cite external sources will be considered a significant lack of adherence to guidelines, and will be subject to a 10% overall grading penalty for each occurrence within a paper. As stated previously, failure to cite sources may also have more serious implications; particularly if I consider the use of such sources without being cited as involving a significant portion of the content of a submitted assignment.

Non-Original Content (even if properly cited)

Without question, the use of external material in an assignment is encouraged, as it helps can add value and supporting information to a paper or a presentation. However, it is important to note that assignments should generally consist of a substantial amount of original material (wording and ideas).

Academic Honesty

Academic honesty is highly valued at St. Thomas University. You must always submit work that represents your original words or ideas. If any words or ideas used in a class posting or assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source.

Privacy and Confidentiality in the Classroom

Students can draw examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature.

Grading Criteria

Students are graded on achievement, rather than solely on effort. It is the responsibility of each student to prepare for each workshop and to communicate at a level that leaves the instructor with a clear impression that you understand the material.

How points and percentages equate to grades

Please know that the course grade you can expect is based on the effort you are willing to invest.

100-93	A	76-73	C
92-90	A-	72-70	C-
89-87	B+	69-67	D+
86-83	B	66-63	D
82-80	B-	62-60	D-
79-77	C+	59 or <	F

Partial points will be rounded to the nearest full point, e.g. 82.4=82 which leads to a grade of B-; 82.5=83 which leads to a grade of B.

Here is some additional information on how St. Thomas University defines each letter grade:

A = the student clearly stands out as an excellent performer. Has unusually sharp insight into material and initiates thoughtful questions. The paper addresses many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines; anticipates next steps in progression of ideas. Example: "A" work should be of such a nature that it could be put on reserve for all students to review and emulate. The "A" student is, in fact, an example for others to follow.

B = the student grasps subject matter at a level considered to be good to very good. Participates actively in class discussion. Writes well. In on-ground environments, speaks well. Accomplishes more than the minimum requirements. Produces high quality work. Example: "B" work indicates a high quality of performance and is given in recognition for solid work; a "B" should be considered a high grade.

C = Demonstrates a satisfactory comprehension of the subject matter. Accomplishes only the minimum requirements, and displays little or no initiative. Communicates orally (on-ground environments) and in writing at an acceptable level for a college student. Has an acceptable understanding of all basic concepts. Example: "C" work represents average work. A student receiving a "C" has met the requirements, including deadlines, of the course.

D = Quality and quantity of work is below the minimum requirements and barely acceptable. Example: "D" work is passing by a slim margin.

F = Quality and quantity of work is unacceptable. Academic credit is not earned for an F. Example: "F" work does not qualify the student to progress to a more advanced level of course work.

Late Assignments

Late assignments will be penalized with a 10% grade deduction for each day late. If you know you will be absent from class the day an assignment is due, please make sure to send it early. Any time you feel you might be falling behind in the course, it's best to contact me to discuss your situation. No assignments will be accepted after the final day of class.

NOTICE TO STUDENTS REGARDING SEVERE INCLEMENT WEATHER AND UNIVERSITY EMERGENCY CLOSINGS:

In case of severe weather or other emergencies threatening normal operations, students are advised to check the following three sources for information regarding class cancellation and campus closing:

St. Thomas Emergency Information Line – 877-STU-PLAN (877-788-7526)

St. Thomas Website – www.stu.edu

Policy for Individual Emergencies

Call 911 (from an STU land line, dial "9" first for an external line)

In the event of injury or the appearance of a life threatening emergency, dial 911

Call ext. 6911

After calling 911, call Public Safety at ext. 6911 to alert them regarding the emergency
Step 3

Remain calm and wait for help to arrive

Only part-time medical services are available on campus; 911 is the appropriate call in all medical situations.