

The Branding of ME

MEJO 577

Prerequisite Class: NMTIFAMP

Thursday 3:30 p.m. - 6:15 p.m.
Thursday 6:30 p.m. - 9:15 p.m.

Carroll Hall 11

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Office: Room 224
Office Hours: MW 1:45 p.m. - 3 p.m.
Thursday 2 - 3 p.m.

course goals

The goal of this course is for you to help you stand out (differentiate yourself) when interviewing for a job by successfully creating a personal brand for yourself and blasting it all over the place online! We will do this by “branding” you. Your BRAND will have the best chance of being built if it is something that is representative of you: your values, your belief system, your personality, your life ambitions and how you want to be seen by others.

Although this is a short-term project, if you do this the way it should be done (branding the actual “you”), then it will not only be easy to maintain after graduation, but it will be something you WANT to maintain for a very long time. Something that will ALWAYS serve you well personally and professionally.

course obj & process

In the course, you will brand yourself through free social media and through other free digital and new media tools. There has never been a time, in history, where this was so readily available to you. You, like no other generation before you, have the opportunity to truly brand yourself and make it noticeable, memorable and representative of you. We will hit the ground running as you'll be blogging by the second week of class and you'll have to make an "About Me" video to introduce yourself by the end of the fourth week, but simultaneously, we will spend time in the class discussing you -- all of you - while also working on the semantics of branding yourself.

This will be fun, enlightening, challenging and rewarding. Simultaneously, you will be learning branding techniques, writing skills, be working on branding yourself, learning SEO (search engine optimization) techniques and working on introspection: What you are, what you know to be true about you, what you want to do, what you want to be, what you need and what's inside you/will drive you to be YOU. All of this will be done through exploring your Emotional Intelligence as well as your personal branding identity and through a great deal of INTROSPECTION.

Remember, this is a semester-long intentional and calculated (not organic) branding class. It is not natural and is very strategically designed and delivered. Thus, you must follow the class modules and do the work to be successful. And, at the heart of personal branding is your BLOG (whatever you want it to be), we use the top social media accounts to brand you and your blog via LinkedIn, Facebook, Twitter, Instagram - and anything new and relevant that may come along while we're in class.

attendance policy

Don't Miss Class. And, if you do miss, let me know BEFORE you miss class by emailing me, calling me or Facebook Messaging me. Simple as that. You cannot miss more than one class all semester. If you miss more than one class, you will get 5 points deducted from your final grade (for each class missed). To be clear, everyone can miss one class (with notice AHEAD of time) and not receive any grade deduction. But, after one class, you will receive a 5-point deduction, for each class missed, from your final grade.

grading rubric

This class is different than MEJO 477 in that it requires a lot of work of each of you, individually - not in a team setting. But, I assure you that, if you do the work - exactly as discussed and demonstrated in class - you will successfully brand yourself in a way that no other graduating senior has. Thus, when it comes to that "final interview" where they are making a decision between two or three candidates, you will get the job as your on-line exposure will, far-and-away, exceed anyone else competing with you for that same job.

This class requires you to blog (or podcast) at least twice a week (or Vlog at least once per week), attend each lecture and share all of your blogs on various forms of social media. In addition, you will be required to implement specific SEO-friendly formatting into each blog (ie. links, photos, sub-heads, etc) to encourage sharing, links and commenting. Thus, by the end of the semester, you will have at least 24 blogs. If you miss a blog (remember, you are expected to blog twice per week starting the week of January 21st), you will get 3-points deducted for each missed blog entry. Also, each blog must be promoted via each social media platform - the way discussed in the 2nd class on January 16th - or one point will be deducted from your final grade (per missed social action).

grading rubric cont.

Of course, you will all get more out of class by actively participating in class, but, unlike NMTIFAMP, it is not part of your grade. For grading purposes the quality of your blogs do count. Thus, three random weeks during the semester, I will grade your blogs for quality of content, clarity and grammar - as well as to ensure you are following my instructions. If you do all of this (and don't miss class), expect a B+ or an A- in the course. But, if you exceed this, you'll get an A!

grading percentages

Operate under the assumption that numbers are absolute and will not be rounded up or down, For example, a B- is inclusive of all scores 80.00 through 83.99%

A = 93% and above
B = 84 - 86.99%
C = 74 - 76.99%
D = 60 - 66.99%

A- = 90 - 92.99%
B- = 80 - 83.99%
C- = 70 - 73.99%

B+ = 87 - 89.99%
C+ = 77 - 79.99%
D+ = 67 - 69.99%

course calendar

Weeks 1-6: INTROSPECTION and ACTION - We will spend these six weeks figuring out all that is in the course objectives (above). In addition, we will briefly discuss the value of Emotional Intelligence. Also, we will proactively work on cleaning up our current social media profiles. In addition to blogging, by the end of week four, you need to have produced an "About Me" video introducing yourself to prospective employers.

Weeks 7-11: In Depth BRANDING WORK - In addition to actually working on your branding projects in class, we will discuss the myriad tools you can use to brand yourself and the ways you can leverage other people's blogs and websites to spread your brand. In addition, we will discuss topics like Personal Life vs. Professional Life, Online networking, managing your online reputation and the value of LinkedIn leveraging. Also, we will talk about how to do a resume, properly, proper greetings, cold calling (for job interviews and, in the future, business relationships) and relationship marketing.

Weeks 12-15: In addition to in-class branding work, we will discuss the ethics of online relationships, marketing tactics of personal branding and the curve of expectation. In addition, I will call on a few of you to share your branding projects live in class.

Final Exam:

3:30 p.m. Class = Tuesday, April 28, 2019 @ 4 p.m.

6:30 p.m. Class = Tuesday, April 28, 2019 @ 7 p.m.

recommended readings

This is the first semester I am not making the books required. However, if you don't read these, you will likely struggle with your blogs. You're all adults, so decide what's important to you.

Recommended Reading

HBR's 10 Must Reads on Emotional Intelligence
By Harvard Review and Daniel Goleman

- Paperback: 208 pages
- Publisher: Harvard Business Review Press; 1 edition (May 5, 2015)
- Language: English
- ISBN-10: 1633690199
- ISBN-13: 978-1633690196

[Purchase it from Amazon here.](#)

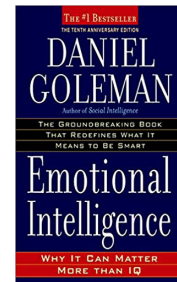


Recommended Reading

HBR's Emotional Intelligence
By Daniel Goleman

- Paperback: 384 pages
- Publisher: Bantam Books; 10th Anniversary Edition (September 27, 2005)
- Language: English
- ISBN-10: 9780553383713
- ISBN-13: 978-0553383713

[Purchase it from Amazon here.](#)

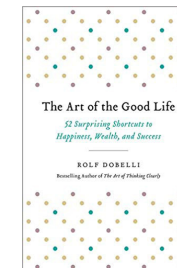


Recommended Reading

The Art of the Good Life: 52 Surprising Shortcuts to Happiness, Wealth, and Success
By Rolf-Dobelli

- Paperback: 272 pages
- Publisher: Hachette Books (November 7, 2017)
- Language: English
- ISBN-10: 0316445096
- ISBN-13: 978-0316445092

[Purchase it from Amazon here.](#)



ACEJMC values & competencies

Understand concepts and apply theories in the use and presentation of images and information; Think critically, creatively and independently; Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve; Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness; Apply tools and technologies appropriate for the communications professions in which they work.

Honor Code: I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help: If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity: The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special needs: If you have any disability or other special situation that might make it difficult to meet the requirements described above, please discuss it with me as soon as possible. If you have not done so already, you should also contact the Department of Accessibility Resources & Service (AR&S) at 919-962-8300 or accessibility@unc.edu.

ACCREDITATION: The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTM-L#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.