The Branding of ME

Course Goal: The goal of this course is for you to successfully create a personal brand for yourself. 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.

Course Objectives: In the course, you will brand yourself through free social media and new media tools. But, before doing that, we will spend the first month of the course discussing you -- all of you. 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, inside you, will drive you to be YOU. This will be done through exploring your Emotional Intelligence as well as your personal branding identity and through a great deal of INTROSPECTION. If you take the first month of class seriously, most of you will "get it" and be able to use the rest of the semester to successfully BRAND yourself through your blog, your LinkedIn, About.me, Facebook and Twitter presence. But, if you can't do the introspection or truly don't know who you are or don't know who you want to be, you can still participate in the Branding work through a personal interest (e.g., sportswriting, fashion design commentator, music lover blogging, etc).

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.

How to make an A: Blog at least twice a week, and use all the social media tools we will discuss all along this semester to promote you and your brand (e.g., Twitter, Facebook, LinkedIn, About.me, BranchOut, Pinterest, etc). Not all blogs need to be written (as we will discuss in class). Remember, the objective of the first month is to figure out what your brand is -- thus, a lot of that will determine your best course for branding yourself. The blogging will start the first week of February.

General Course Calendar:

Weeks 1-4: INTROSPECTION - We will spend these four weeks figuring out all that is in the course objectives (above). In addition, we will discuss Daniel Goleman's "Emotional Intelligence".

Weeks 5-10: 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 we will discuss the second reading this semester: "ME 2.O" by Dan Schawbel.

Weeks 11-15: 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. The last two weeks of class, you will be given the opportunity to volunteer to present your online branding projects to the class.

Reading List:
"Emotional Intelligence" by Daniel Goleman -- Due January 15th
"ME 2.0" by Dan Schawbel -- Due February 10th