

# The Branding of ME

**JOMC 474**

**Friday 10am - 12:30pm**

**Carroll Hall 143**

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**Class Twitter: @brandingofme**

**Pre-requisite Class: NMTIFAMP**

**Course Goal:** 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 Objective and 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, 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.

Although 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, About.me, Facebook, Twitter, Pinterest, Vine and even Google+ - 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. We will NOT have class on February 10th - so, that’s one free day already! 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 5-points deducted for any class missed.

**Grading:** If you come to class, *blog at least twice a week* and keep up with in-class work, you will get an A. That means by the end of the semester, you will have at least 20 blogs. If you miss a blog (again, you are expected to blog twice a week starting the week of January 20th), 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 20th - or one point will be deducted from your final grade (per missed social action). 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.

**General 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 pro-actively work on cleaning up our current social media profiles.

**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.

**Readings:** The only REQUIRED reading for the class was one that you were supposed to have already read: "Emotional Intelligence" by Daniel Goleman. However, I will be posting REQUIRED readings in the Facebook Group - not as many as NMTINFAMP. Thus, READ THEM ALL!

**One Final Note:** This class is all about you. Sure, there's a grade at the end and most people have received an A for this class and most of you will likely get an A. But, unlike any other class you've taken at UNC, I know that this class can DIRECTLY influence your job-search like no other class you've taken at Carolina. If you do what you learn in class, you WILL stand out. You WILL be differentiated. If there are three qualified candidates all from great quality schools (like UNC) after the same job and YOU have branded yourself, YOU will get the job as you will stand out from the other two.

**ACEJMC Values and 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.

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**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](mailto: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.SHTML#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.