MEJO 577
Pre-requisite Class: NMTIFAMP

Thursday 3 p.m. - 5:54 p.m.
Friday 10 a.m. - 12:30 p.m.

Carroll Hall 11

Gary Kayye | gary@rAVePubs.com
919.868.3358

Office: Room 224

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.
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. 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, About.me, Facebook, Twitter, Instagram, Pinterest 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. If you miss more than one class, you will get 2-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 2-point deduction, for each class missed, from your final grade.

**grading rubric**

If you come to class, blog (or podcast) at least twice a week (or Vlog at least once per 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 18 blogs. If you miss a blog (again, you are expected to blog twice a week starting the week of January 22nd), 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 18th and 19th - 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.

**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
- A- = 90 - 92.99%
- B+ = 87 - 89.99%
- B = 84 - 86.99%
- B- = 80 - 83.99%
- C+ = 77 - 79.99%
- C = 74 - 76.99%
- C- = 70 - 73.99%
- D+ = 67 - 69.99%
- D = 64 - 66.99%
- D- = 60 - 63.99%

- C- = 70 - 73.99%
- D+ = 67 - 69.99%
- D = 64 - 66.99%
- D- = 60 - 63.99%
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.

Required Reading - The following book must be completed by January 25th:

HBR’s 10 Must Reads on Emotional Intelligence
By Harvard Review and Daniel Goleman
• Paperback: 208 pages
• Language: English
• ISBN-10: 1633690199

This book is available from Amazon for less than $10. It’s here: http://a.co/3ZDuWsK