

# The Branding of ME

# MEJO 577

Prerequisite Class: NMTIFAMP

Wednesday 5:00pm - 7:45pm

Curtis Media Center - 2nd Floor

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Office: Room 224

Office Hours: Carroll Hall Room 224 By Appointment

## 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 23rd), 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 - 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:

**Friday, May 4, 2022 @ 4pm ET**

## Required 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.](#)

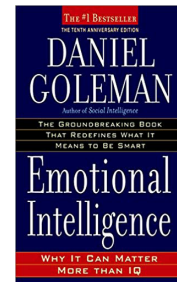


## Recommended Reading

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.](#)

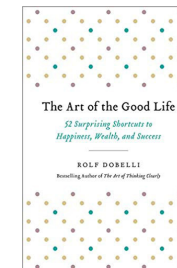


## Recommended Reading

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. 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 C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

### SYLLABUS CHANGES

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

### ARS

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email [ars@unc.edu](mailto:ars@unc.edu). (source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

### COUNSELING & PSYCHOLOGICAL SERVICES

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

## ACEJMC values & competencies cont.

### TITLE IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – [titleixcoordinator@unc.edu](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](http://safe.unc.edu).

### POLICY ON DISCRIMINATION

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at [safe.unc.edu](http://safe.unc.edu)) or the Equal Opportunity and Compliance Office, or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

### ATTENDANCE POLICY

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

#### Authorized University activities

Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)

Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

### CLASS POLICY

Instructors may work with students to meet attendance needs that do not fall within University approved absences. For situations when an absence is not University approved (e.g., a job interview or club activity), instructors determine their own approach to missed classes and make-up assessments and assignments. Please provide your approach on the course syllabus.

Please communicate with me early about potential absences. Please be aware that you are bound by the Honor Code when making a request for a University approved absence.

(source: <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/>)

### DIVERSITY STATEMENT

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harassment and discrimination. In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.