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CID 356 – PERSONAL BRANDING AND IDENTITY

INSTRUCTOR INFORMATION

Instructor: Kristen Neeley

Office Location: Online

Office Hours: Email or Telephone or Virtual by Appointment

Office Phone: 816-294-0787

University Email Address: Kristen.Neeley@tamuc.edu

Preferred Form of Communication: **Email or Phone**

Communication Response Time: Within 24 - 48 hours

COURSE MATERIALS

This course has been designed using Open Educational Resources (OER). All materials are embedded within the course and are accessible via the internet. After taking the pretest, students are encouraged to bookmark, download, or save materials provided via the internet for use during quizzes, assignments, and projects in this class.

REQUIRED TEXTBOOK

Chritton, Susan (2014), *Personal Branding for Dummies 2nd edition*. John Wiley & Sons, Inc.

*This can be access through our university library. You will need to create a free account with O'Reilly publishing. You can access the text here: <https://learning.oreilly.com/library/view/personal-branding-for/9781118915561/xhtml/toc.xhtml>

ORGANIZATION LEADERSHIP PROGRAM DESCRIPTION

The Bachelor of Applied Arts and Sciences in Organizational Leadership (ORGL) degree is a competency-based program that prepares innovative leaders for employment in an increasingly technological and global society. This program provides opportunities for students to receive credit for what they know and can do already, allows them to accelerate completion of their degree, and — because it is fully online — students are able to plan their study schedule around the rest of their day to complete the coursework.

COURSE DESCRIPTION

This course will guide students through the process to research and create a personal brand and identity using social and career networking platforms. Students will explore best practices to create and sustain their personal brand that is aligned to their career goals after graduation.

STUDENT LEARNING OUTCOMES

Upon successful completion of this course, students will:

- Understand the importance of personal branding today
- Get to know their personal brand
- Craft and develop their narrative
- Communicate their brand with the world
- Control their brand's ecosystem and environment
- Network, collaborate, and connect through personal branding
- Learn lessons from personal branding for future development

REGULAR AND SUBSTANTIVE COURSE INTERACTION

As a general guide, students enrolled in a three-semester hour course should spend one hour engaged in instructional activities and two to three hours on out-of-class work per week in a traditional semester. Students are expected to double this effort of engagement given that this course is being delivered in a seven-week term. Educational activities in this course are designed to ensure regular and substantive interaction between students and faculty to ensure that students can demonstrate competency.

COURSE REQUIREMENTS

- **Minimal Technical Skills Needed:** Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office.
- **Instructional Methods:** This course is an online course. To be successful in this course, all content and course modules should be read and reviewed. All assignments and quizzes (both graded and not graded) must be completed. Please contact the instructor by email for any assistance.
- **Student Responsibilities or Tips for Success in the Course:** To be successful in this course, all content and course modules should be read and reviewed. All assignments and quizzes (both graded and not graded) should be completed. Please contact the instructor by email for any assistance.

ASSESSMENT

Each posttest is an assessment of your knowledge of the material required for the competency. A score of 80 points or higher is required on each posttest to demonstrate competency. If you score less than 80 points on any competency, you will have an opportunity to review the material and re-take the competency posttest. You may take the Posttest assessment up to three times. If you have not passed the competency in three attempts, you will work with an Academic Coach to determine another method of fulfilling the program requirements in this subject. To demonstrate competency, a score of 80 points or higher is required. There is also a pretest for each competency. The purpose of the pretest is to provide a baseline understanding of your knowledge in this competency. The pretest is required for the course but is not part of your final grade.

- **Competency 1 – Understand the importance of personal branding today**
 - Topics include:
 - Showing the world your brand (who you are and then communicating it)
 - Understanding and appreciating the power of personal branding
 - Analyzing, understanding, and evaluating cases of personal brands both in success and in failure
- **Competency 2 – Getting to know your brand**
 - Topics include:
 - Being able to define who you are
 - Identifying your “specialty” or differentiator
 - Understanding the importance of noticing your target audience and ecosystem
- **Competency 3 – Crafting and development of your narrative**
 - Topics include:
 - Developing personal branding value statement
 - Creating a personal branding story/narrative
 - Preparing for personal branding strategy and marketing
- **Competency 4 – Communicating your brand with the world**
 - Topics include:
 - Marketing your branding with the world
 - Understanding the complexity of communicating a personal brand
 - Utilizing the appropriate tools for a personal brand
 - Leveraging the internet and online tools to communicate a personal brand
 - Developing a communication plan for a personal brand
- **Competency 5 – Controlling your brand’s ecosystem and environment**
 - Topics include:
 - Connecting image to brand

- Understanding your visual identity
 - Developing and understanding specific audiences for your brand
- **Competency 6 – Networking, collaborating, and connecting through personal branding**
 - Topics include:
 - Building, nurturing, and supporting your network
 - Understanding your brand in the workplace
 - Developing career readiness skills through your brand
- **Competency 7 – Lessons learned from personal branding**
 - Topics include:
 - Understanding the benefits of personal branding
 - Avoiding detriments to your brand
 - Connecting with the best ways to demonstrate your brand
 - Continuing to develop, build, and design your brand for the future

ASSIGNMENTS AND GRADING

Post-tests (100 points each): Each post-test is an assessment of your knowledge of the material required for the competency. A score of 80 points or higher is required on each posttest to demonstrate competency. If you score less than 80 points on any competency, you will have an opportunity to review the material and re-take the competency post-test. You may take the post-test assessment up to three times. If you have not passed the competency in three attempts, you will work with an Academic Coach to determine another method of fulfilling the program requirements in this subject. To demonstrate competency, a score of 80 points or higher is required. There is also a pretest for each competency. The purpose of the pretest is to provide a baseline understanding of your knowledge in this competency. The pre-test is required for the course but is not part of your final grade.

Optional LinkedIn Blogs (non-graded): Each student will be responsible for creating and maintaining a public blog about personal branding on LinkedIn. Your blog will be devoted to documenting the development of your personal brand from beginning to end. It would include a description of how the idea came about, any research and planning that happened, progress on your personal brand at different stages along the way, the result, and impacts or outcomes. Students are expected to blog once a week for the entire semester and address the prompt provided under each Course Competency.

Optional Life Design Activities (non-graded): Students will complete a variety of life design activities throughout the semester.

Required Vision, Values, and Mission Statement (100 points): A key element to understanding personal brands, each student will prepare a vision, values, and mission statement for their own individual personal brand.

Optional Critical Analysis of a Personal Brand in Crisis (non-graded): Each student will be required to review and deconstruct a personal brand in the current or recent news that is in a crisis. You will pay close attention with an emphasis on its social media presence. You will be expected to assess the brand's effectiveness in handling the crisis and provide recommendations for new and/or revised campaign elements. Your analysis should include an assessment of how each platform is being used and for what purpose.

- The analysis should be between 6-8 pages.
- Content and format of the personal brand analysis:
 - **SUMMARY:** Summarize the Vision, Values and Mission, as well as the communication activities, of the personal brand under study.
 - **CHALLENGES and OPPORTUNITIES:** Discuss the Challenges and Opportunities affecting the personal brand's communication efforts.
 - **COMMUNICATION STRATEGY:** Analyze the strategy, messaging and tactics in use and assess their strengths and weaknesses.
 - **RECOMMENDATIONS:** Propose modifications you deem appropriate to any aspect of the campaign under study.

Required MyFuture Paper and Presentation (100 points): Each student will complete a career assessment and then develop a career-related portfolio encompassing of their personal brand. Students will write a 3- to 5-page paper and then record a presentation of their brand portfolio.

GRADING GUIDELINES

A score of 80% or higher on the culminating project and all post-tests are required to demonstrate competency and receive credit for the course. The final grade will be calculated by averaging the post-test grades and the project grade. The pre-tests and module essays are not included in the calculation of the final grade. Final grades in this course are based on the following scale:

- A = 90%-100%**
- B = 80%-89%**
- F = 79% or Below**

Item	Worth
Competency 1 Posttest	100 points
Competency 2 Posttest	100 points
Competency 3 Posttest	100 points
Competency 4 Posttest	100 points
Competency 5 Posttest	100 points
Competency 6 Posttest	100 points
Competency 7 Posttest	100 points
Values and Vision and Mission Statements	100 points
My Future Paper and Presentation	100 points
Total	900 points

TECHNOLOGY REQUIREMENTS

- **LMS**
 - All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements
 - Learning Management System (LMS) Requirements:
 - View the [Learning Management System Requirements Webpage](#).
 - LMS Browser Support:
 - Learn more on the [LMS Browser Support Webpage](#).
 - YouSeeU Virtual Classroom Requirements:
 - Visit the [Virtual Classroom Requirements Webpage](#).

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your instructor.

- **Technical Support**
 - If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found on the [Brightspace Support Webpage](#).
- **Interaction with Instructor Statement**
 - This is an online course; therefore, expect most communication to be online as well. Correspondence will always be through university email (your “myLeo” mail) and announcements in myLeo online (D2L). The instructor will make every effort to respond to emails within 24 hours provided the correspondence follows the requirements listed below. Students are encouraged to check university email daily.
 - **All emails from students should include:**
 - Course name and subject in the subject line (ex. CID 356– Posttest)
 - Salutation
 - Proper email etiquette (no “text” emails – use proper grammar and punctuation)
 - Student name and CWID after the body of the email

COURSE AND UNIVERSITY PROCEDURES/POLICIES

- **Syllabus Change Policy**
 - The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.
- **Student Conduct**
 - All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail online in the [Student Guidebook](#).
 - Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.
- **TAMUC Attendance**
 - For more information about the attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#)
- **Academic Integrity**
 - Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:
 - [Undergraduate Academic Dishonesty Policy](#)
 - [Undergraduate Student Academic Dishonesty Form](#)
- **Students with Disabilities-- ADA Statement**
 - The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that

provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

- **Office of Student Disability Resources and Services**

- Texas A&M University-Commerce
- Velma K. Waters Library Rm 162
- Phone (903) 886-5150 or (903) 886-5835
- Fax (903) 468-8148
- Email: studentdisabilityservices@tamuc.edu
- Website: [Office of Student Disability Resources and Services](#)

- **Nondiscrimination Notice**

- Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information, or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

- **Campus Concealed Carry Statement**

- Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.
- For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.
- Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

- **Counseling Services**

- The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-8865145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel.

TENTATIVE COURSE SCHEDULE

Learning Objective #1 (Week 1)

- Course introduction, syllabus review, set the course norms, and course expectations
- Why is Personal Branding Important Today?
 - Read: Chritton, Chapters 1, 2, & 3
 - **OPTIONAL** Assignment: Critical Analysis of Personal Brand in Crisis
 - **REQUIRED** Assignment: Complete Course Pre-Test and Competency Post-Test
- The Single Project Blog Post #1: Reflections on the Design of a Personal Brand
 - Consider: What's the state of your personal brand? Reflect on your brand. Read the [AICPA article about the Five Tips to Branding Yourself](#)

Learning Objective #2 (Week 2)

- Knowing Thyself and Your Brand
 - Read: Chritton, Chapters 4, 5, & 6
 - **OPTIONAL** Assignment: Expressing Your Worldview/Workview
 - **OPTIONAL** Assignment: Assessing Your Work/Love/Health/Play
 - **REQUIRED** Assignment: Vision, Values, and Mission Statement
 - **REQUIRED** Assignment: Complete Competency Post-Test
- The Single Project Blog Post #2: Reflections on the Design of a Personal Brand

- Consider: Perform a SWOT analysis of your brand (Chapter 4). Reflect on how the personal branding template can support the “Opportunities” component of the SWOT.

Learning Objective #3 (Week 3)

- Knowing Thyself and Your Brand
 - Read: Chritton, Chapters 7 & 8
 - **REQUIRED** Assignment: Complete Competency Post-Test
- The Single Project Blog Post #3: Reflections on the Design of a Personal Brand
 - Consider: If we met for the first time at a networking event and I asked, “what’s your story”, what would you say?
- **DUE: Critical Analysis of Personal Brand in Crisis**

Learning Objective #4 (Week 4)

- The Marketability of Your Brand and How to Communicate It with the World
 - Read: Chritton, Chapters 9, 10, & 11
 - **REQUIRED** Assignment: Complete Competency Post-Test
- The Single Project Blog Post #4: Reflections on the Design of a Personal Brand
 - Consider: How can you communicate your personal brand? Read the [Entrepreneur article about tips to communicate your personal brand](#)

Learning Objective #5 (Week 5)

- Your Brand’s Audience and Ecosystem
 - Read: Chritton, Chapters 12, 13, & 14
 - **REQUIRED** Assignment: Complete Competency Post-Test
- The Single Project Blog Post #5: Reflections on the Design of a Personal Brand
 - Consider: How can you use Design Thinking to build and articulate your personal brand? Read the [Medium article about Creating Value, Personal Branding and Design Thinking](#)

Learning Objective #6 (Week 6)

- Personal Branding and Career Readiness/Networking 101
 - Read: Chritton, Chapters 15 & 16
 - **REQUIRED** Assignment: Future of Your Paper and Presentation
 - **REQUIRED** Assignment: Complete Competency Post-Test
- The Single Project Blog Post #6: Reflections on the Design of a Personal Brand
 - Consider: Are you career ready? Read the [National Association of Colleges and Employers \(NACE\) article about Career Readiness Competencies](#)

Learning Objective #7 (Week 7)

- Lessons in Personal Branding
 - Read: Chritton, Chapters 17, 18, 19, & 20
 - **REQUIRED** Assignment: Complete Competency Post-Test
- The Single Project Blog Post #7: Reflections on the Design of a Personal Brand
 - Consider: Please reflect on the list of “Ten Things You Can Do to Continue to Build Your Brand” in Chapter 20. What can you do to continue the good work of designing your personal brand?
- **All Course requirements are due by the Friday of the 7th week.**