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CID 356: Personal Branding and Identity

COURSE SYLLABUS: 356.0CW 2024

INSTRUCTOR INFORMATION

Instructor: Chelsé Lilly

Office Location: Online

Office Hours: Email or Virtual by Appointment (Tuesdays 10:00-12:00 noon CST; and Wednesdays 2:00-4:00 p.m. CST)

University Email Address: chelse.lilly@tamuc.edu

Preferred Form of Communication: **Email**

Communication Response Time: 24 Hours or Less (Monday-Friday)

COURSE INFORMATION

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

Completion of this course provides the student with the knowledge to:

- 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

Program Description

Courses with the "CID" prefix are competency-based courses which can fulfill elective credits within other competency-based degree programs. Students should check with their advisor about the applicability or need for elective courses in a student's major or support courses.

Course Materials

This course has been designed using Open Educational Resources (OER) and/or materials that are available through the [Waters Library](#). All materials are embedded within the course or are accessible via the internet or accessible through the Waters Library resource portal. After taking the pretest,

students are encouraged to bookmark, download, or save materials provided via the internet for use with assignments and projects in this class.

Required Textbook

Chritton, Susan (2014), Personal Branding for Dummies 2nd edition. John Wiley & Sons, Inc. *This can be accessed through our university library. You will need to create a free account with O'Reilly publishing. **You can access the text here:**

https://tamuc.primo.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=723617170006041&institutionId=6041&customerId=6040&VE=true

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 are able to demonstrate competency.

COURSE REQUIREMENTS

Minimal Technical Skills Needed: Students will need reliable computers and internet access for this course. Students must be able to effectively use my Leo email, my Leo 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. Email your instructor as soon as you complete your pre-test so the instructor can access and grade your work.

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

Students must achieve 80% or higher for the both the posttest and culminating project to demonstrate competency and pass the course.

Competency Pre-tests and Post-tests

Each competency has a pre-test and a post-test. The pre-test simply serves to provide a baseline understanding of your knowledge of the identified competency. Pre-tests for each competency are required but not factored into the final grade.

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 total times. To demonstrate competency, a score of 80 points or higher is required.

Content	Description	Value	Notes
Competency 1 Post-test	Measures your competency of learning outcomes related to understanding the importance of personal branding today.	100 points	Required and you must score 80% or higher. You have up to three attempts. DUE: Last day of week 7, Friday by 11:59 PM CST
Competency 2 Post-test	Measures your competency of learning outcomes related to getting to know your brand.	100 points	Required and you must score 80% or higher. You have up to three attempts. DUE: Last day of week 7, Friday by 11:59 PM CST
Competency 3 Post-test	Measures your competency of learning outcomes related to crafting and developing your narrative.	100 points	Required and you must score 80% or higher. You have up to three attempts. DUE: Last day of week 7, Friday by 11:59 PM CST
Competency 4 Post-test	Measures your competency of learning outcomes related to communicating your brand with the world.	100 points	Required and you must score 80% or higher. You have up to three attempts. DUE: Last day of week 7, Friday by 11:59 PM CST
Competency 5 Post-test	Measures your competency of learning outcomes related to controlling your brand's ecosystem and environment.	100 points	Required and you must score 80% or higher. You have up to three attempts. DUE: Last day of week 7, Friday by 11:59 PM CST
Competency 6 Post-test	Measures your competency of learning outcomes related to networking, collaborating and connecting through personal branding.	100 points	Required and you must score 80% or higher. You have up to three attempts. DUE: Last day of week 7, Friday by 11:59 PM CST
Competency 7 Post-test	Measures your competency of learning outcomes related to lessons learned from personal branding.	100 points	Required and you must score 80% or higher. You have up to three attempts. DUE: Last day of week 7, Friday by 11:59 PM CST

Assignments

The identified assignments will assess student knowledge and understanding of major concepts, theories, processes, etc., in the course/module. A **score of 80% or higher is required to demonstrate competency. DUE: Last day of week 7, Friday by 11:59 PM CST.**

If you score less than 80% on the required assignments, you will have an opportunity to review the material, revise and resubmit. Students who fail the assignment should review feedback from the instructor before resubmitting. If the assignment score is less than 80% within three attempts, students will receive a grade of "F" in the course and will be required to retake the course in the new term.

Content	Description	Value	Notes
Values, Vision, and Mission Statement	Measures your competency of learning outcomes through written work to communicate a vision, values, and mission statement for your own personal brand.	100 points	Required and you must score 80% or higher. You have up to three attempts. DUE: Last day of week 7, Friday by 11:59 PM CST

Culminating Project

The project (a paper and presentation) assesses your knowledge of terms and the application of concepts presented in this course. A **score of 80% or higher is required** to demonstrate competency. **DUE DATE if you want feedback for revisions: End of week 6. HARD DUE DATE: Last day of week 7, Friday by 11:59 PM CST.**

If students score less than 80% on the culminating project, they will have an opportunity to review the material and resubmit the project up to two additional times. If the culminating project is less than 80% within three attempts, students will receive a grade of F in the course and will be required to retake the course in the new term.

Content	Description	Value	Notes
Project	Measures your competency of learning outcomes through the completion of a competency-based project which requires the student to complete a career assessment and then develops a career-related portfolio that encompasses their personal brand.	100 points	Required and you must score 80% or higher. You have up to three attempts. DUE DATE if you want feedback for revisions: End of week 6. HARD DUE DATE: Last day of week 7, Friday by 11:59 PM CST

Optional Course Activities

The following course activities are optional and are not factored into the student's grade or required to earn credit. Activities enhance learning competencies associated with the course.

Content	Description	Value	Notes
LinkedIn Blogs	Creation and maintenance of public blog about personal branding on LinkedIn. Blog documents the development of your brand and the result.	Not graded	Optional activity.
Life Design Activities	Students will complete a variety of life design activities throughout the semester.	Not graded	Optional activity.
Critical Analysis of a Personal Brand in Crisis	Review and deconstruct a personal brand in the current or recent news that is in a crisis	Not graded	Optional activity.

GRADING

A score of 80% or higher on both the Culminating Project and Posttest is required to demonstrate competency and receive credit for the course. The following items will be used to calculate the final grade in the course.

Item	Worth
Competency 1 Post-test	100 points
Competency 2 Post-test	100 points
Competency 3 Post-test	100 points
Competency 4 Post-test	100 points
Competency 5 Post-test	100 points
Competency 6 Post-test	100 points
Competency 7 Post-test	100 points
Values, Vision and Mission Statements	100 points
Culminating Project	100 points
Total Points	900 points

Grading Scale

A = 810-900 points (90%-100%)

B = 720-809.9 points (80%-89%)

F = 719.9 points or below (79% or below)

Acceleration Process

Students enrolled in competency-based education courses in the College of Innovation and Design are permitted to accelerate from one CBE course to another during a seven-week academic term under certain conditions. The request to accelerate from one course to another must be initiated by the student upon successful completion of currently enrolled CBE courses. Students are responsible for maintaining communication with faculty and their assigned advisor(s) throughout the acceleration process. Students who fail a course or who drop/withdraw from a CBE course are not eligible for acceleration. Student may only request permission to accelerate in one course at a time. Request to accelerate is initiated and completed by 5:00 pm CST on the fifth Friday of a seven-week academic term.

Process

1. Student successfully completes all required coursework in their CBE courses(s) with a grade of "A" or "B."
2. Student receives emailed verification from the assigned instructor that the course has been satisfactorily completed (Grade of A or B only).
3. Student contacts assigned advisor to provide proof of completion and discuss eligibility for acceleration into another course.

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 technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

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.

Technical Support

If you are having technical difficulty with any part of Brightspace (D2L), please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

This is an online course; therefore, expect most communication to be online as well. If you have any questions or are having difficulties with the course material, please contact your instructor. 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 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. EDCB 517 – Posttest)**
- **Salutation**
- **Proper email etiquette (no “text” emails – use proper grammar and punctuation)**
- **Student name and CWID after the body of the email**

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 in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

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 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty Form](#)

CID Policy on Academic Integrity

Academic dishonesty includes cheating, complicity in cheating, multiple submissions (or substantial portions) of the same work for credit without authorization, submitting another's work, plagiarism, submitting algorithmically (AI) plagiarized work, and other acts that may reasonably be called academic dishonesty.

- Students who commit academic dishonesty will receive a grade of 0 for the assignment in the course and be issued a Written Warning that is reported to the CID Assistant Dean's office and listed in a database.
- If the student does NOT have a previous Written Warning for academic dishonesty reported in CID courses and has additional attempts available for the assignment, the student may resubmit the assignment (this applies to CBE courses only).

If the student has a Written Warning of academic dishonesty reported in CID courses, the student may NOT resubmit the assignment, and the instructor will follow the procedure detailed in [Policy 13.99.99.R0.03](#) for Undergraduate Academic Dishonesty and report the incident to the Provost Office.

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.

A&M-Commerce Supports Students' Mental Health – 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 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

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.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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.

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

The syllabus/schedule are subject to change.

- **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.**