

**DEREE COLLEGE SYLLABUS FOR: MK 4070 PERSONAL BRANDING FOR PROFESSIONALS**

(Updated Fall 2021)

**US CREDITS: 3/0/3**

**PREREQUISITES:** NONE

**CATALOG DESCRIPTION:** Major marketing theories and the emergence of branding as the mechanism for professionals to establish their personal brand. Processes and practices involved in developing and implementing a personal branding strategy using traditional and digital media.

**RATIONALE:** The new reality of the graduate job market is characterized by increased competition. The enterprise culture logic postulates that professionals are now viewed as entrepreneurs, who are expected to market their professional self, thus creating and communicating services that create value for the employers and other stakeholders. Personal branding is the process by which professionals distinguish themselves from the competition and create unique, strong and relevant associations. Unlike product and corporate branding, where the identity is constructed, in human branding the identity exists, therefore; knowledge of the self, at the individual and collective level and within the surrounding context is required from a cross-disciplinary standpoint. Knowledge of marketing and personal branding principles, concepts, processes and practices as well as different tools and platforms is vital to those aiming for a successful professional career and personal wellbeing. This course helps prepare the student effectively to create and manage their personal brand as professionals.

**LEARNING OUTCOMES:** On successful completion of the module, the student should be able to:

1. Critically evaluate different elements of personal branding (brand identity, brand image, authenticity)
2. Demonstrate understanding of the key features of, and trends in personal branding, including digitalization and application by professionals across new media.
3. Apply theoretical concepts to develop and promote the personal brand of professionals.

**METHOD OF TEACHING AND LEARNING:** In congruence with the teaching and learning strategy of the college, the following tools are used:

- Class lectures and seminar-style class discussion of key terms and concepts with appropriate examples.
- Analysis and discussion of cases and assignments on personal branding issues.
- Video presentations, pair and group activities
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of a Blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.
- Guest lectures

**ASSESSMENT:**

**Summative:**

1-hour Written Examination	Essay-type questions	<b>30%</b>
Project 2,250-2,750 words	Individual Project	<b>60%</b>

**Formative:**

	<table border="1" data-bbox="667 136 1430 199"> <tr> <td data-bbox="667 136 980 199">Portfolio</td> <td data-bbox="980 136 1252 199">Self-reflective exercises</td> <td data-bbox="1252 136 1430 199">10%</td> </tr> </table> <p data-bbox="667 226 1466 369">The formative course work aims to prepare students for the second summative assessment and tests Learning outcomes 3. The written examination tests Learning Outcomes 1 and 2 with emphasis placed on 1. The project tests Learning Outcomes 2 and 3.</p> <p data-bbox="667 401 1466 514">The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. Students are not required to resit failed assessments in this module. Failure to pass the module results in module repeat.</p>	Portfolio	Self-reflective exercises	10%
Portfolio	Self-reflective exercises	10%		
<p data-bbox="228 573 500 598"><b>INDICATIVE READING:</b></p>	<p data-bbox="667 573 927 598"><b>REQUIRED READING:</b></p> <ul data-bbox="711 604 1466 688" style="list-style-type: none"> <li>Rein, I., Kotler, P., Hamlin, M., &amp; Stoller, M. (2006). <i>High Visibility, Transforming Your Personal and Professional Brand</i> (3rd ed.): McGraw-Hill Companies, Incorporated.</li> </ul> <p data-bbox="667 720 997 745"><b>RECOMMENDED READING:</b></p> <p data-bbox="667 751 764 777"><b>BOOKS:</b></p> <ul data-bbox="711 783 1466 951" style="list-style-type: none"> <li>Goffman, E. (1959). <i>The presentation of self in everyday life</i>. New York: Anchor Books.</li> <li>Rampersad, H. K. (2009). <i>Authentic Personal Branding: A New Blueprint for Building and Alligning a powerful Leadership Brand</i>. Charlotte, NC, Information Age Publishing.</li> <li>Schawbel, D. (2009). <i>Me 2.0</i>. New York, NY, Kaplan</li> </ul> <p data-bbox="667 982 797 1008"><b>ARTICLES:</b></p> <ul data-bbox="711 1014 1466 1944" style="list-style-type: none"> <li>Arai, A., Ko, Y. J., &amp; Kaplanidou, K. (2013). Athlete brand image: scale development and model test. <i>European Sport Management Quarterly</i>, 13(4)</li> <li>Brems, C., Temmerman, M., Graham, T., &amp; Broersma, M. (2017). Personal Branding on Twitter: How employed and freelance journalists stage themselves on social media. <i>Digital Journalism</i>, 5(4), 443-459.</li> <li>Bendisch, F., Larsen, G., &amp; Trueman, M. M. (2013). Fame and Fortune: A Conceptual Model of CEO Brands. <i>European Journal of Marketing</i>, 47(3), 596 – 614</li> <li>Carlson, B. D., &amp; Donavan, D. T. (2013). Human Brands in Sport: Athlete Brand Personality and Identification. <i>Journal of Sport Management</i>, 27(3), 193-206.</li> <li>Cederberg, C. D. (2017). Personal branding for psychologists: Ethically navigating an emerging vocational trend. <i>Professional Psychology: Research and Practice</i>, 48(3), 183-190.</li> <li>Clark, D. (2011). Reinventing your Personal Brand. <i>Harvard Business Review</i>, 89(3), 78-81.</li> <li>Close, A., Moulard, J., &amp; Monroe, K. (2011). Establishing human brands: determinants of placement success for first faculty positions in marketing. <i>Journal of the Academy of Marketing Science</i> 39(6), 922-941</li> <li>Fertik, M. (2012) Your Future Employer Is Watching You Online. You Should Be, Too. <i>Harvard Business Review</i>.</li> <li>Hearn, A. (2008). Meat, Mask, Burden: Probing the contours of the branded `self`. <i>Journal of Consumer Culture</i> 8(2): 197-217.</li> <li>Hood, K. M., Robles, M., &amp; Hopkins, C. D. (2014). Personal Branding and Social Media for Students in Today's Competitive Job Market. <i>Journal of Research in Business Education</i>, 56(2), 33-47.</li> <li>Lair, D. J., Sullivan, K., &amp; Cheney, G. (2005). Marketization and the Recasting of the Professional Self. <i>Management</i></li> </ul>			

	<p><i>Communication Quarterly</i>, 18(3), 307-343.</p> <ul style="list-style-type: none"> <li>• McCorkle, D. E., Alexander, J. F., Reardon, J., &amp; Kling, N. D. (2003). Developing self-marketing skills: Are marketing students prepared for the job search? <i>Journal of Marketing Education</i>, 25(3), 196-207.</li> <li>• Moulard, J. G., Garrity, C. P., &amp; Rice, D. H. (2015). What Makes a Human Brand Authentic? Identifying the Antecedents of Celebrity Authenticity. <i>Psychology &amp; Marketing</i>, 32(2), 173-186.</li> <li>• Parmentier, M.-A., Fischer, E., &amp; Reuber, A. (2013). Positioning person brands in established organizational fields. <i>Journal of the Academy of Marketing Science</i>, 41(3), 373-387</li> <li>• Schroeder, J. E. (2005). The artist and the brand. <i>European Journal of Marketing</i>, 39(11/12), 1291-1305.</li> <li>• Shepherd, I. D. H. (2005). From Cattle and Coke to Charlie: Meeting the Challenge of Self Marketing and Personal Branding. <i>Journal of Marketing Management</i> 21(5/6): 589-606.</li> <li>• Peters, T. (1997). The Brand Called You, <i>Fast Company</i>, 10, 83-90</li> <li>• Thomson, M. (2006). Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities. <i>Journal of Marketing</i>, 70(3), 104-119</li> <li>• Wee L., &amp; Brooks A (2010). Personal Branding and the Commodification of Reflexivity, <i>Cultural Sociology</i>, 4(1), 45-62</li> <li>• Zarkada, A., &amp; Tzoumaka, E. (2020). The structure, content and context of achieved celebrity brands: a study of footballers in their brandscapes. <i>International Journal of Sport Management and Marketing</i>, 20(1-2), 92-117.</li> </ul>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	N/A
<b>COMMUNICATION REQUIREMENTS:</b>	Written and verbal communication skills academic / professional English.
<b>SOFTWARE REQUIREMENTS:</b>	Word, PowerPoint, Excel, Internet, BlackBoard
<b>WWW RESOURCES:</b>	<a href="http://www.personalbrandingblog.com">www.personalbrandingblog.com</a> <a href="http://www.thepersonalbrandingblog.com">www.thepersonalbrandingblog.com</a> <a href="http://danschawbel.com">http://danschawbel.com</a> <a href="http://www.businessinsider.com/author/personal-branding-blog">www.businessinsider.com/author/personal-branding-blog</a> <a href="http://www.forbes.com">www.forbes.com</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. The enterprise culture: The professional as an entrepreneur</li> <li>2. The commodification of the self: From product brands to human brands</li> <li>3. Identity construction and personal branding</li> <li>4. Fundamentals of personal branding</li> <li>5. Personal brand communication</li> <li>6. Personal branding in the web 2.0 era</li> <li>7. Celebrity culture: The celebrification of professionals</li> <li>8. Ethical issues in personal branding</li> </ol>