

Strategic Self-Marketing in the Liberal Arts and Sciences

Spring 2022 Syllabus

Instructor: Brittany Grubbs-Hodges
Email: brittanygrubbs@ufl.edu
CLASS MEETING: Thursdays, Period 6 (12:50 - 1:40pm)
Class Location: Farrior Hall Room 2000 (*For in-person section only*)
Assignments: All course assignments will be through Canvas
OPTIONAL TEXTS: *How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships*
by Leil Lowndes

Course Description:

This course will assist students in the process of becoming a more confident and competitive professional. Students will understand the process of influencing and motivating others, identifying successful leadership and management strategies, understanding the principles of brand identity, and developing situational and cultural awareness in the workplace.

Course Objectives:

1. To explore what is necessary to develop a successful personal brand.
2. To understand why self-marketing is valuable in the transition to the workforce.
3. To successfully demonstrate an understanding of professional relationships.
4. To reflect on the concepts and models of leadership.
5. To complete a portfolio of professional materials required for the workplace.

Course Materials:

Readings will be provided in PDF format by the instructor.

Course Assignments:

- Participation - 15%
- 1-on-1 Meeting - 5%
- Introduction of Personal Brand - 5%
- Presence Discussions (3) - 15%
- MVT Discussions (3) - 15%
- Reflections (3) - 15%

- Resume - 10%
- Elevator Pitch Video - 10%
- Professional Portfolio - 10%

Course Overview:

This course breaks down into four main parts. Each part will consist of three lectures for a total of 12 modules (13 including the introduction). Each module will have its own lecture, activity, and assignment/discussion.

January 6: What is Strategic Self-Marketing? Get an introduction of the syllabus and an overview of personal branding. Review module one for course content. *Note: All course sections will be held online.*

ASSIGNMENT: INTRODUCTION OF PERSONAL BRAND AND GOALS

Part One: Managing Your Presence

January 13: Body Language and Nonverbal Communications Learn about the science of body language, critique professionals and celebrities.

ASSIGNMENT: CELEBRITY CRITIQUE VIDEO DISCUSSION

January 20: Online and Social Media Presence Learn about the process of managing your online brand and understanding the generational gap.

ASSIGNMENT: CORPORATE BRAND DISCUSSION

January 27: The Art of Charisma Learn about tips to successful presentations and interpersonal communications.

ASSIGNMENT: CHARISMA VIDEO DISCUSSION

Part Two: Managing Your Relationships

February 3: Relationships with Superiors Learn about communication with executives and the concept of 'managing up'.

ASSIGNMENT: MVT DISCUSSION/SCENARIO

February 10: Relationships with Your Peers Learn about maintaining consistency in the workplace, and professional behavior outside the office.

ASSIGNMENT: MVT DISCUSSION/SCENARIO

February 17: Networking with the Masses Learn about the rules of networking, participate in a corporate speed dating activity.

ASSIGNMENT: MVT DISCUSSION/SCENARIO

Part Three: Managing Your Leadership Style

February 24: Quality vs. Context Learn about the ability to influence and motivate others, hear from a guest speaker.

ASSIGNMENT: EFFECTIVENESS REFLECTION

March 3: Models and Methods of Leadership Learn about effective leadership models and strategies, hear from guest speaker.

ASSIGNMENT: LEADERSHIP STYLE REFLECTION

March 10 - Spring Break - NO CLASS

March 17: Decision Making in a Time Sensitive Environment. Learn about decision-making in a time sensitive environment, hear from a guest speaker.

ASSIGNMENT: DECISION MAKING REFLECTION

Part Four: Managing Your Professional Materials

March 24: Professional Interviews Learn about communicating in an interview, phone vs. in-person interviews, and group interviews.

ASSIGNMENT: ELEVATOR PITCH VIDEO

March 31: Professional Portfolios (PRE-RECORDED LECTURE) Learn about consistent branding in written materials, having consistency in multiple platforms, and e-portfolios.

ASSIGNMENT: WORK ON PROFESSIONAL PORTFOLIO, COMPLETE 1-ON-1 MEETING WITH BRITTANY TO REVIEW RESUME

Week of April 7: 1-ON-1 meetings

April 14: Professional Presentations Learn how to present all of your professional materials in one succinct presentation.

ASSIGNMENT: PROFESSIONAL PORTFOLIO/ONLINE PRESENTATION

Extra Credit:

There will be a few extra credit opportunities offered. Each will require attendance to a Beyond120 or CCC event. For example, students can attend the Career Showcase event sponsored by the UF Career Connections Center. Students can attend either day, but must bring in three signed business cards along with a “selfie” of the student clearly visible at the event. Extra credit opportunities will be posted/mentioned in class closer to each event.

Late Assignments:

The goal of this course is for you to develop skills, and that development is more important than deadlines or grades. However, submitting work by the posted deadline is crucial. Late work will be accepted up to ONE WEEK after the deadline but will automatically be assessed one full letter grade deduction. As always, please speak to me if extenuating circumstances impact your ability to submit your work in a timely fashion.

Participation:

Over the course of the semester, student participation will be observed and qualitatively assessed. Quality of participation includes factors like frequency and value of contributions to discussions and guest Q&As, evidence of preparation, and general attitude. To do well in participation, students should always engage to the best of their ability in discussion, and refrain from distracting behavior or inattentiveness whenever someone else is addressing the class. If you join the course online, your camera must remain on at all times, and you must present yourself in a professional manner (no lying down, wearing pajamas, pointing the camera towards the ceiling, etc.).

Notes for Students with Disabilities:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Grading Policies and Grade Points:

Please refer to the UF Catalog for information on grading and GPA: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/> (Links to an external site.)

Grading Scale:

A	94-100%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D+	67-69%
D	64-66%
D-	60-63%
E	0-59%

Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <http://evaluations.ufl.edu> (Links to an external site.). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>