IDS4930 – Strategic Self-Marketing

**Instructor:                        Brittany Grubbs**

**Email:**                                   brittanygrubbs@ufl.edu

**CLASS MEETING:** Thursdays, Period 7 (1:55 – 2:45)**OFFICE HOURS**: Tuesdays 9-12 Farrior Hall

**OPTIONAL TEXTS:***How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships*   by Leil Lowndes

\*\*\*Disclaimer: Though there are no required textbooks, all students

will be required to purchase business cards as part of the course.\*\*\*

**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 either in hard-copy or PDF format by the instructor.

**Course Assignments:**

* Participation - 15%
* Introduction of Personal Brand/Goals - 5%
* "Managing Your Presence" Assignments (3) - 15%
* "Managing Your Relationships" Assignments (2) - 10%
* "Managing Your Leadership Style" Reflections (3) - 15%
* Resume & Business Cards - 10%
* Elevator Pitch Video & Internship Application - 10%
* Professional E-Portfolio - 20%

**Course Overview:**

January 9 - What is Strategic Self-Marketing?

Introduction of the Syllabus

Overview of Personal Branding

ASSIGNMENT: INTRODUCTION OF PERSONAL BRAND/GOALS

***Part One: Managing Your Presence***

January 16 - Body Language and Nonverbal Communications

The Science of Body Language

Critiquing Professionals and Celebrities

ASSIGNMENT: CELEBRITY CRITIQUE VIDEO DISCUSSION

January 23 – NO CLASS

Participation will be given based on attendance to the Career Connections Center showcase Students must bring 3 signed business cards to class on January 30.

January 30 - Online and Social Media Presence

Managing Your Online Brand, Understanding the Generational Gap

Effective Methods of Online Communications

ASSIGNMENT: CORPORATE BRAND POWERPOINT

February 6 - Understanding Charisma

Tips to Successful Presentations

Interpersonal Communications

ASSIGNMENT: CHARISMA PODCAST

***Part Two: Managing Your Relationships***

February 13 - Relationships with Superiors

Communicating in Suits

Your Professional Brand in the Corporate Ladder

ASSIGNMENT: MVT DISCUSSION/SCENARIO

February 20 - Relationships with Your Peers

Consistency in the Workplace

Behavior Outside the Four Walls

ASSIGNMENT: MVT DISCUSSION/SCENARIO

February 27 - Networking with the Masses

The Rules of Networking

Corporate Speed Dating

ASSIGNMENT: RESUME & BUSINESS CARDS

***Part Three: Managing Your Leadership Style***

March 12 - Models and Methods of Leadership

Effective Leadership Models and Strategies

Guest Speaker *Christy Wilson Delk*

ASSIGNMENT: LEADERSHIP STYLE REFLECTION

March 19 - Cultural and Ethical Awareness

Decision Making in a Time Sensitive Environment

Guest Speaker TBD

ASSIGNMENT: DECISION MAKING REFLECTION

March 26 - Quality vs. Context

The Ability to Influence and Motivate Others

Guest Speaker Dr. Michael Mignardi

ASSIGNMENT: EFFECTIVENESS REFLECTION

***Part Four: Managing Your Professional Materials***

April 2 & 9 - Professional Interviews

Communicating in an Interview

Phone vs. In-Person Interviews

ASSIGNMENT: ELEVATOR PITCH VIDEO & INTERNSHIP APPLICATION

 April 16 - Professional Portfolios

Consistent Branding in Written Materials

Consistency in Multiple Platforms

ASSIGNMENT: BEGIN WORKING ON PROFESSIONAL E-PORTFOLIO]

April 23 – NO CLASS

ASSIGNMENT: CONTINUE WORKING ON PROFESSIONAL E-PORTFOLIO

        DUE 4/27/20 BY 11:59PM

**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.

**Attendance:**

This class meets once a week and requires fruitful engagement, so attendance is mandatory. However, life happens. Everyone will be granted one “no questions asked” absence during the semester. Use it wisely. After that, each missed class will decrease your final grade 1/3 of a letter grade (so an A- becomes a B+, and so forth). Absences due to medical reasons or other extenuating circumstances are considered excused with proper documentation. If multiple absences become necessary, please speak to me.

**Lateness:**

This course is about building professional skills, so lateness is unacceptable. You will be considered “late” if you arrive after the scheduled start time for the course. Two instances of lateness will be considered equivalent to an absence and impact your final grade accordingly.

**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.

**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.)](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/)

**Grading Scale:**

**A                 100-94%** **A-                93-90%** **B+               89-87%**

**B                 86-84%** **B-                83-80%** **C+               79-77%**

**C                 76-74%** **C-                73-70%** **D+               69-67%**

**D                 66-64%** **D-                63-60%** **E                 59—0%**

**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.)](http://evaluations.ufl.edu/). 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/>