

Brand Yourself

This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.

Week 1

Branding shouldn't hurt: What is a brand? History of branding. Branding and you. Goals of the course.

Assignment: Expert lists/questions to answer as basic brand prep.

Week 2

Brand navigating: 21st century marketplace. Platform-proofing. Resources for extending your brand.

Assignment: Introductory sentence/catch phrase/paragraph.

Week 3

You and your brand energy: Rachael Ray's brand as an example of how anyone can have a successful brand. How you want the world to see you. Other successful personal brand examples.

Assignment: Research other successful and not so successful brands.

Week 4

Find Your Own Oprah, J.K. Rowling, or "Media Goddess": Branding success stories—this could be you! Design and plan your brand to execute later.

Assignment: Complete your portfolio.