



GEORGETOWN UNIVERSITY
School of Continuing Studies
Public Relations and Corporate Communications

MPPR-891-02

GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications

Wednesdays; 8 – 10:30 p.m. | Fall 2016 | Downtown campus, Room C221

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Office hours are by appointment.

COURSE OVERVIEW:

Thought leadership and personal branding are two essential, yet often ambiguous ingredients in a career strategy. This course will arm students with the resources to identify their personal brand, better understand personal brand values alignment in their career and other areas of their life, and employ personal branding communications strategies in both digital and in-person contexts – including social media platforms and networking opportunities.

IMPORTANT NOTE:

Students are required to bring to class a laptop equipped with Microsoft Word or compatible program, as well as the ability to send email and access the Internet to complete specific in-class assignments.

COURSE DESCRIPTION:

A brand is the set of expectations, memories, stories and relationships that, taken together, inform a consumer's decision to choose one product or service over another. A brand is a promise and is a requirement for differentiation in a crowded marketplace. Products, services, politicians, celebrities, and nations build brands to distinguish themselves from competitors to increase mindshare and market share.

So, what's a personal brand? Your personal brand helps build trusted, valuable relationships and allows you to make a meaningful difference in the world. Your brand is being who you are with distinction, relevance, and consistency. Your brand consists of reputation and reach, and must be authentic and consistent. Your brand is what people say about you when you're not in the room. Whether in your professional life or your social network, an authentic, trusted personal brand is important to success.

This course will prepare students to identify and strengthen their personal brand by developing a clear value proposition, setting goals, and taking risks that can lead to landing a dream job, getting a promotion or raise, increasing confidence, and being a genuinely awesome human.



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HOW WE'LL WORK:

We will work together as a class, in small groups, and in 1:1 sessions on defining and building your personal brand. As the course progresses, we will have subject-matter expert guest speakers who will share their insights on personal branding. You are encouraged to come to class prepared to ask questions, work on projects alone and with your classmates, and be open to learning, developing, and sharing best practices and ideas.

COURSE OBJECTIVES:

By the end of the semester, students will be able to:

- define their personal brand;
- understand how to better align their talents, skills, and values in the workplace; and
- be confident in their personal brand and understand how to effectively communicate who they are and what they have to offer.

ATTENDANCE:

Your physical presence in the classroom is required, and is indispensable to building your personal brand. Students are expected to be in class on time and remain for the duration of the class time; **more than one late arrival will result in a 10-point deduction in your final grade.**

Missing more than two classes will result in a final grade reduction of one level (for example, an A will become an A-). Additional absences will result in further reduction of the final grade. If you are absent for more than four classes, you will be in danger of failing this course.

In the case of an absence, the student is responsible for securing notes, announcements, and assignments from a classmate.

CLASSROOM ETIQUETTE, CLASS PARTICIPATION, AND OTHER GUIDELINES

A successful class depends on the active engagement of all students. Students should turn off all cell phones or other communication devices while in class. Class discussions should be respectful and considerate of others' views and opinions. What happens in class stays in class unless you receive permission from the instructor or another student to share something.

PREPARATION AND READINESS: Students are expected to:

- come to class having read the assignments;
- contribute meaningfully to class discussions;
- talk about and do work to define and communicate their personal brand;
- work collaboratively with others in the class;
- be open to feedback and guidance; and
- be ready to practice in real life what they learn in class.



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TEACHING PHILOSOPHY: I believe you learn by doing, so this class will feature weekly in-class assignments, discussions, and active listening. There is no need to take notes in this class. In fact, I would prefer you not have your laptops open at all during lectures and discussion. Doing the readings each week bolstered by in-class active listening and conversation will yield a far greater understanding of this topic, and better enable you to do the work to define and communicate your brand.

"I can't take notes?!?!? WHAT THE WHAT?" Don't panic. After class, I will email you summary lecture notes, along with additional reading, thoughts, and resources that may be useful to you.

Classes will feature lectures, discussions, and in-class exercises, and assignments. Later in the semester, there will also be 1:1 consultation and feedback sessions with me. Because building your personal brand is so *personal*, it's important to me that I set aside time for each of you to work with me individually on your goals and tasks to make real progress toward understanding and developing your personal brand, as well as delivering a final project that has meaningful real-world value that you can continue to work on after the semester comes to an end. Coming to these 1:1 sessions prepared and ready to work will contribute toward your Class Participation grade. I also have an expectation that you'll support one another's work, as we'll have in-class collaboration sessions on specific topics.

ASSIGNMENT DUE DATES: Assignment due dates are listed in the Weekly Class Schedule in this syllabus. The timely submission of weekly in-class assignments and homework are all part of your Class Participation grade.

ASSIGNMENT FORMATTING: Weekly homework assignments (usually started in class following the lecture and discussion) and Personal Brand Actions are to be completed in the body of an email. All assignments related to the Final Project should be in Word, using 1.5-line-spaced 12-pt. sans serif font (e.g. Calibri, Arial) with 1" margins. Please proofread (or have a classmate or someone else you trust proofread) for typos, grammar, and overall clarity as sloppy work will have a negative impact on your grade.

FINAL PROJECT:

Your final project is a written personal brand definition and communications strategy (10-15 pages in length), which will also include a forward-looking 18-month action plan (with defined goals, objectives, tactics) for how you will manage and communicate your personal brand. More specific details about the guidelines and elements required in the final project will be provided on the first day of class.



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GRADING SUMMARY:

Graduate course grades include A, A-, B+, B, B-, C, and F. There are no grades of C+, C-, or D. The numeric breakdown for final grades in the class is as follows:

A	93 – 100	B-	80 – 82
A-	90 – 92	C	70 – 79
B+	87 – 89	F	0 – 69
B	83 – 86		

Point values for each component of the class, including all assignments and participation:

Class Participation, Collaboration, Weekly Assignment Completion	60
Final Project mid-semester draft	25
Personal Brand Action 1	25
Personal Brand Action 2	25
Final Project/18-month plan	<u>65</u>
TOTAL	200
	(÷2 for your letter grade; see above)

The instructor will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.

UNIVERSITY RESOURCES

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

MPS Writing Resource Program

202-687-4246 <http://writingcenter.georgetown.edu/>

Academic Resource Center

202-687-8354 | arc@georgetown.edu <http://academicsupport.georgetown.edu>

Counseling and Psychiatric Services

202-687-6985 <http://caps.georgetown.edu/>

Institutional Diversity, Equity & Affirmative Action (IDEAA)

(202) 687-4798 <https://ideaa.georgetown.edu/>



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STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; arc@georgetown.edu; <http://academicsupport.georgetown.edu>) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

GEORGETOWN HONOR SYSTEM

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

PLAGIARISM

Stealing someone else's work is a terminal offense in the workplace, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the ideas or writings of another." More guidance is available through the Gervase Programs at <http://gervaseprograms.georgetown.edu/honor/system/53377.html>. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out <http://www.plagiarism.org>.

SYLLABUS MODIFICATION

The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. I will make every effort to provide as much advance notice as possible for any alterations.



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REQUIRED READING:

Brand You: Turn Your Unique Talents Into a Winning Formula; John Purkiss and David Royston-Lee (ISBN: 978-0273777694; \$18.98 paperback)

Be Your Own Brand: Achieve More of What You Want by Being More of Who You Are; David McNally and Karl D. Speak (ISBN: 978-1605098104; \$13.69 paperback)

Please come to class each week conversant in current events, news, and popular culture. In addition, the resources (reading, podcasts) below are listed in the Assignments section of your syllabus in the corresponding weeks they are to be read/listened to:

[What is Your Personal Brand?](#) (Inc.)

[The Brand Called You](#) (Fast Company)

[We're All Terrible at Understanding Each Other](#) (Harvard Business Review)

[Why I Just Asked My Students to Put Their Laptops Away](#) (Medium)

[A Letter to Past Graduate-Student Me](#) (Chronicle of Higher Education)

[Chris Hardwick 2.0: How the Talking Dead Host Rebranded Himself as a Nerd for All Platforms](#) (Fast Company)

[Mike Rowe's response re: "follow your passion"](#) (Facebook via Yellowhammer News)

[How to Talk About Your Skills without Sounding Like a Show-Off](#) (Fast Company)

[How and Why to Do a Life Audit](#) (Medium)

[Five Unexpected Ways to Build Your Personal Brand](#) (Forbes)

[How to Discover Your Authentic Self and Live the Life You Really Want](#) (Lifehacker)

[The Authenticity Paradox](#) (Harvard Business Review)

[Forget the Elevator Pitch. Try Catchy Hallway Conversation Instead](#) (Entrepreneur)

[The Five Beats of Successful Storytelling & How They Can Help You Land Your Next Job](#) (99U)

[Your Future Employer Is Watching You Online. You Should Be, Too](#) (Harvard Business Review)

[How One Stupid Tweet Blew Up Justine Sacco's Life](#) (NYT)

[Reply All podcast: Silence and Respect](#) (Gimlet Media)

[After a Public shaming, reclaiming my dignity](#) (Washington Post)

[How to Protect Your Online Personal Brand and Reputation](#) (The Undercover Recruiter)

[The International Crisis of Lance Armstrong's Brand](#) (Personal Branding Blog)

[Why You're Thinking About Networking All Wrong](#) (Entrepreneur)

[A Master Networker Shares His Top 20 Networking Tips](#) (Business Insider)

[Personal Branding for Introverts](#) (Harvard Business Review)

[The art of asking: or, how to ask and get what you want](#) (Medium)

[How to Build a World-Class Network in Record Time](#) (Tim Ferriss)

[25 Ways to Create Highly Shareable Content](#) (Convince and Convert)

[6 Tips to Keep Your Personal Brand Present](#) (The Undercover Recruiter)

[Why Flexibility Is Your Key to Personal Branding Success](#) (Entrepreneur)

[Leadership and the Power of Listening](#) (n2Growth blog)

[The Art of Feedback: Striking a Balance Between Guidance and Criticism](#) (Lifehacker)

[Why There Are No Right or Wrong Career Moves](#) (Lifehacker)



WEEKLY CLASS SCHEDULE

WEEK	DISCUSSION TOPICS	ASSIGNMENTS
Week 1 September 7	<p>Introduction to Personal Branding</p> <ul style="list-style-type: none"> ● What is personal branding? ● What we're going to cover in this class ● Personal Brand Actions ● Final Project <p>Your Personal Brand: "Who am I?"</p> <ul style="list-style-type: none"> ● Lecture and discussion ● In-class exercise ● Homework 	<p><u>In Class:</u></p> <ul style="list-style-type: none"> ● "Why am I taking this class?" exercise ● "Who am I?" exercise <p><u>Written homework due 9/9 by 9 p.m.:</u></p> <ul style="list-style-type: none"> ● Social media footprint email <p><u>Do before next class:</u></p> <ul style="list-style-type: none"> ● Think about Personal Brand Actions ● Add assignment due dates from this syllabus to your calendar <p><u>Read before next class:</u></p> <ul style="list-style-type: none"> ● This entire syllabus ● <i>Brand You</i> chapters 1-3, 7 ● <i>Be Your Own Brand</i> Introduction and chapters 1-3 ● What is Your Personal Brand? (Inc.) ● The Brand Called You (Fast Company) ● We're All Terrible at Understanding Each Other (Harvard Business Review) ● Why I Just Asked My Students to Put Their Laptops Away (Medium) ● A Letter to Past Graduate-Student Me (Chronicle of Higher Education)



<p>Week 2 September 14</p>	<p>Your Personal Brand: "How am I Perceived?"</p> <ul style="list-style-type: none">● Lecture and discussion● In-class exercise● Homework <p>Follow-up discussion:</p> <ul style="list-style-type: none">● Personal Brand Actions● Final Project	<p><u>In Class:</u></p> <ul style="list-style-type: none">● Perception exercises <p><u>Written homework due 9/16 by 9 p.m.:</u></p> <ul style="list-style-type: none">● Personal Brand Actions <p><u>Read before next class:</u></p> <ul style="list-style-type: none">● <i>Brand You</i> chapters 4-5● Chris Hardwick 2.0: How the Talking Dead Host Rebranded Himself as a Nerd for All Platforms (Fast Company)● Mike Rowe's response re: "follow your passion" (Facebook via Yellowhammer News)● How to Talk About Your Skills without Sounding Like a Show-Off (Fast Company) <p><u>Returned to You:</u></p> <ul style="list-style-type: none">● Feedback on "Who am I?" exercise
<p>Week 3 September 21</p>	<p>Your Personal Brand: Identifying Your Talents, Skills, Values</p> <ul style="list-style-type: none">● Lecture and discussion● In-class exercise● Homework	<p><u>In Class:</u></p> <ul style="list-style-type: none">● Talents, Skills, Values exercises <p><u>Read before next class:</u></p> <ul style="list-style-type: none">● <i>Brand You</i> chapter 6● How and Why to Do a Life Audit (Medium) <p><u>Returned to You:</u></p> <ul style="list-style-type: none">● Feedback on Perception exercises● Feedback on Personal Brand Actions



<p>Week 4 September 28</p>	<p>Your Personal Brand: Mission, Goals, and Objectives</p> <ul style="list-style-type: none">• Lecture and discussion• In-class exercise• Homework	<p><u>In Class:</u></p> <ul style="list-style-type: none">• Begin Mission, Goals, and Objectives exercise <p><u>Written homework due 9/30 by 9 p.m.:</u></p> <ul style="list-style-type: none">• Completed Mission, Goals, and Objectives exercise <p><u>Read before next class:</u></p> <ul style="list-style-type: none">• <i>Be Your Own Brand</i> chapters 4-6• Five Unexpected Ways to Build Your Personal Brand (Forbes)• How to Discover Your Authentic Self and Live the Life You Really Want (Lifehacker)• The Authenticity Paradox (Harvard Business Review) <p><u>Returned to You:</u></p> <ul style="list-style-type: none">• Feedback on Talents, Skills, Values exercises
<p>Week 5 October 5</p>	<p>Your Personal Brand: Authenticity and Your Personal Brand Promise</p> <ul style="list-style-type: none">• Lecture and discussion• In-class exercise• Homework <p>Sign up for 1:1 Consulting sessions, which will take place throughout the rest of the semester</p>	<p><u>In Class:</u></p> <ul style="list-style-type: none">• Authenticity exercise• Personal Brand Promise exercise <p><u>Written homework due 10/7 by 9 p.m.:</u></p> <ul style="list-style-type: none">• Exercise H; begins on Page 60 of <i>Brand You</i> <p><u>Read before next class:</u></p> <ul style="list-style-type: none">• <i>Brand You</i> chapters 8-10• Forget the Elevator Pitch. Try Catchy Hallway Conversation Instead (Entrepreneur)• The Five Beats of Successful Storytelling & How They Can Help You Land Your Next Job (99U) <p><u>Returned to You:</u></p> <ul style="list-style-type: none">• Feedback on Mission, Goals, Objectives exercise



<p>Week 6 October 12</p>	<p>Your Personal Brand: Telling Your Story <i>Panel discussion: Guest speakers TBA</i></p>	<p><u>In Class:</u></p> <ul style="list-style-type: none"> Exercises J, K, and L in <i>Brand You</i> <p><u>Read before next class:</u></p> <ul style="list-style-type: none"> <i>Brand You</i> chapters 11-14 <i>Be Your Own Brand</i> chapters 7-8 <p><u>Returned to You:</u></p> <ul style="list-style-type: none"> Feedback on Authenticity exercise Feedback on Brand Promise exercise Feedback on Exercise H in <i>Brand You</i>
<p>Week 7 October 19</p>	<p>Midterm work-in-class session</p> <ul style="list-style-type: none"> Come prepared to work on your Personal Brand Actions status update and the mid-semester draft of your final project. Both assignments mentioned above are due at the end of class time. <p>1:1 Consulting Sessions</p>	<p><u>In Class:</u></p> <ul style="list-style-type: none"> Working time on assignments due tonight <p><u>Read or listen to before next class:</u></p> <ul style="list-style-type: none"> Your Future Employer Is Watching You Online. You Should Be, Too (Harvard Business Review) How One Stupid Tweet Blew Up Justine Sacco's Life (NYT) The International Crisis of Lance Armstrong's Brand (Personal Branding Blog) Listen to Reply All podcast: Silence and Respect (Gimlet Media) After a Public shaming, reclaiming my dignity (Washington Post) How to Protect Your Online Personal Brand and Reputation (The Undercover Recruiter) <p><u>Returned to You:</u></p> <ul style="list-style-type: none"> Feedback on Exercises J, K, and L in <i>Brand You</i>



<p>Week 8 October 26</p>	<p>Communicating Your Personal Brand: Crisis and Reputation Management <i>Panel discussion: Guest speakers TBA</i></p> <p>1:1 Consulting Sessions</p>	<p><u>In Class:</u></p> <ul style="list-style-type: none">● Crisis exercise (add to final project) <p><u>Read before next class:</u></p> <ul style="list-style-type: none">● <i>Brand You</i> chapter 16● Why You're Thinking About Networking All Wrong (Entrepreneur)● A Master Networker Shares His Top 20 Networking Tips (Business Insider)● Personal Branding for Introverts (Harvard Business Review)● The art of asking: or, how to ask and get what you want (Medium)● How to Build a World-Class Network in Record Time (Tim Ferriss)
<p>Week 9 November 2</p>	<p>Communicating Your Personal Brand: Defining Your Network and Managing Relationships</p> <ul style="list-style-type: none">● Lecture and discussion● In-class exercise● Homework	<p><u>In Class:</u></p> <ul style="list-style-type: none">● Networking exercise (add to final project) <p><u>Written homework due 11/4:</u></p> <ul style="list-style-type: none">● Specifics handed out in class <p><u>Read before next class:</u></p> <ul style="list-style-type: none">● <i>Brand You</i> chapters 15, 17-19● <i>Be Your Own Brand</i> chapter 9● 25 Ways to Create Highly Shareable Content (Convince and Convert)● 6 Tips to Keep Your Personal Brand Present (The Undercover Recruiter) <p><u>Returned to You:</u></p> <ul style="list-style-type: none">● Feedback on Final Project mid-semester Draft● Feedback on Personal Brand Actions update



<p>Week 10 November 9</p>	<p>Communicating Your Personal Brand: Social Media, Content Strategy, and Community <i>Panel discussion: Guest speakers TBA</i></p> <p>1:1 Consulting Sessions</p>	<p><u>In Class:</u></p> <ul style="list-style-type: none">● Social media, content, and community-building exercise (add to final project) <p><u>Read before next class:</u></p> <ul style="list-style-type: none">● <i>Be Your Own Brand</i> chapter 10● <i>Brand You</i> chapter 21 and Conclusion● Why Flexibility Is Your Key to Personal Branding Success (Entrepreneur)● Leadership and the Power of Listening (n2Growth blog)● The Art of Feedback: Striking a Balance Between Guidance and Criticism (Lifehacker) <p><u>Returned to You:</u></p> <ul style="list-style-type: none">● Feedback on Networking exercise
<p>Week 11 November 16</p>	<p>Monitoring and Evolving your Personal Brand: Listening and Feedback <i>Panel Discussion: Guest speakers TBA</i></p> <p>1:1 Consulting Sessions</p>	<p><u>In Class:</u></p> <ul style="list-style-type: none">● Listening, Monitoring, Evolving exercise (add to final project)



Week 12 November 23	Personal Branding Review (Class held online via Zoom) <ul style="list-style-type: none">• Q&A re: topics covered to date• Open discussion about defining and communicating your personal brand	<u>In Class:</u> <ul style="list-style-type: none">• Working time on Personal Brand Actions and Final Project <u>Read before next class:</u> <ul style="list-style-type: none">• Why There Are No Right or Wrong Career Moves (Lifehacker)
Week 13 November 30	Your Personal Brand in the Real World <i>Panel Discussion: Guest speakers TBA</i> 1:1 Consulting Sessions	<u>In Class:</u> <ul style="list-style-type: none">• TBD
Week 14 December 7	In-class work time: <ul style="list-style-type: none">• Personal Brand Actions• Final Project 1:1 Consulting Sessions (times to be assigned)	<u>Homework Due 12/14:</u> <ul style="list-style-type: none">• Final report on Personal Brand Actions• Final Project
Week 15 December 14	Assignments Due: <ul style="list-style-type: none">• Personal Brand Actions final report• Final Project	<u>In Class:</u> Final Status Report on Personal Brand Actions (written in the body of an email) Final Project due (submitted in print and in a Word or PDF attachment via email)