



Western Technical College

## 10104182 Personal Brand Management

### Course Outcome Summary

#### Course Information

<b>Description</b>	This course is designed to familiarize yourself with your digital trail, find ways to shape and build it, and prepare you for entry into the workplace. Online search strategies, vision boards, a career planning guide, Student Employment Services, networking, researching current marketing jobs, current readings, and members of the business community will be used. Additionally, effective job entry preparations such as competitive resumes, cover letters, applications, thank you letters, various types of interviewing, job searches, appropriate business professional dress, and portfolios will be addressed.
<b>Career Cluster</b>	Marketing
<b>Instructional Level</b>	Associate Degree Courses
<b>Total Credits</b>	3
<b>Total Hours</b>	54

#### Textbooks

*Your Career: How to Make it Happen with Mindtap*. 9th Edition. Copyright 2017. Harwood, Lauri, Lisa Owens and Crystal Kadakia. Publisher: Cengage Learning. **ISBN-13:** 978-1-305-49486-2. Required.

#### Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Live Responsibly: Develop Resilience
3. Live Responsibly: Foster Accountability
4. Refine Professionalism: Act Ethically
5. Refine Professionalism: Practice Effective Communication

#### Experiential Learning

1. Community Based Learning Project

## Program Outcomes

1. Develop digital marketing strategies to anticipate and satisfy market needs.
2. Create digital marketing content for products, services, images, and ideas.
3. Integrate tools and technology for digital marketing initiatives.

## Course Competencies

### 1. Assess personal and professional goals.

#### Assessment Strategies

- 1.1. Product

#### Criteria

*You will know you are successful when*

- 1.1. you describe the purpose of your vision board.
- 1.2. you identify your long term and short term goals.
- 1.3. you create a vision board that highlights your goals.

#### Learning Objectives

- 1.a. Define purpose of your vision board.
- 1.b. Explore different types of vision boards.
- 1.c. Identify areas to include in your personal vision board (career, community, family, health, wellness, hobbies, etc.)
- 1.d. Create a vision board.
- 1.e. Develop short and long term goals related to purpose of your vision board.

### 2. Define desired personal brand.

#### Assessment Strategies

- 2.1. Presentation

#### Criteria

*You will know you are successful when*

- 2.1. you identify your personal strengths and weaknesses.
- 2.2. you identify your professional strengths and weaknesses.
- 2.3. you create a personal brand statement.
- 2.4. you pitch your brand.

#### Learning Objectives

- 2.a. Define the phrase "personal brand".
- 2.b. Explore examples of how different people have branded themselves.
- 2.c. Explore your current personal brand (digital trail, 360 review, etc).
- 2.d. Determine personal and professional strengths and weaknesses (skills review).
- 2.e. Reflect on desired personal brand.

### 3. Monitor personal brand goals.

#### Assessment Strategies

- 3.1. Written Product

#### Criteria

*You will know you are successful when*

- 3.1. you write an action plan with a minimum of 5 steps to achieve desired brand.
- 3.2. you provide a timeline to show implementation of steps.
- 3.3. you describe the criteria you will use to know if you are successful.
- 3.4. you reflect on how to make adjustments to the plan.

#### Learning Objectives

- 3.a. Explore action plan and steps to take personal brand from starting point to desired brand.

- 3.b. Research implementation of personal brand action plan.
- 3.c. Determine criteria for monitoring brand performance.
- 3.d. Demonstrate how to modify action plan for continual improvement.

#### **4. Cultivate SuccessAbility skills.**

##### **Assessment Strategies**

- 4.1. Self-Reflection

##### **Criteria**

*You will know you are successful when*

- 4.1. you describe ways you live responsibly.
- 4.2. you describe how you have refined your professionalism through the course/program.
- 4.3. you describe how you will continue to cultivate passion for your profession.

##### **Learning Objectives**

- 4.a. Adapt to change.
- 4.b. Respect yourself and all others.
- 4.c. Value the environment.
- 4.d. Accept ownership of your actions.
- 4.e. Think and communicate as a professional.
- 4.f. Value collaboration and diversity,
- 4.g. Behave ethically.
- 4.h. Find your purpose by being curious.
- 4.i. Practice self-reflection.
- 4.j. Connect with others.

#### **5. Market your career skills.**

##### **Assessment Strategies**

- 5.1. Product
- 5.2. Self-reflection

##### **Criteria**

*You will know you are successful when*

- 5.1. you publish content to reflect your personal brand on your website.
- 5.2. you create (or update) professional profile on LinkedIn.
- 5.3. you reflect on the importance of networking through business professional events.
- 5.4. you complete at least 2 resume builders.
- 5.5. you reflect on your personal and professional growth through the chosen resume builders.

##### **Learning Objectives**

- 5.a. Fine-tune personal website to be complete and ready for viewing
- 5.b. Create/update a LinkedIn account
- 5.c. Attend Etiquette Dinner and other business-professional events
- 5.d. Explore resume builders: internship, community volunteering, earn industry certifications, hold a workshop/seminar/webinar, create a topic-influencer blog (post min. 3 times a week), join a business/professional organization, etc

#### **6. Refine your job search skills.**

##### **Assessment Strategies**

- 6.1. Written or oral report

##### **Criteria**

*You will know you are successful when*

- 6.1. you identify two potential careers within the field of marketing that speak to you.
- 6.2. you compare and contrast two different job postings.
- 6.3. you reflect on how aligned your skills are with required skills.

##### **Learning Objectives**

- 6.a. Research potential marketing related careers.
- 6.b. Explore resources to locate jobs (newspapers, websites, wanted ads, networking, etc)

- 6.c. Identify typical job descriptions and job duties within marketing.
- 6.d. Compare posted skills and your skills to determine fit.
- 6.e. Explore salary and potential for growth within field.
- 6.f. Determine personal willingness to relocate.

## **7. Compile professional application artifacts.**

### **Assessment Strategies**

- 7.1. Products - Resume, Cover Letter, Application

### **Criteria**

*You will know you are successful when*

- 7.1. you determine what components you will include in your resume to best highlight your skills.
- 7.2. you write a resume.
- 7.3. you write a cover letter.
- 7.4. you determine if the cover letter and resume reflect the job qualifications.
- 7.5. you complete a job application form.

### **Learning Objectives**

- 7.a. Explore resume templates and common components of resumes.
- 7.b. Explore cover letter templates and common components of cover letters.
- 7.c. Explore job applications and how to fill one out.
- 7.d. Identify networking opportunities.

## **8. Hone interview skills.**

### **Assessment Strategies**

- 8.1. Demonstration
- 8.2. Thank you Letter

### **Criteria**

*You will know you are successful when*

- 8.1. you participate in a mock-interview.
- 8.2. you dress professionally for the interview.
- 8.3. you ask follow up questions to interviewers.
- 8.4. you reflect on your performance during the interview.
- 8.5. you write a thank you letter after completing interview.

### **Learning Objectives**

- 8.a. Research typical questions asked at interviews.
- 8.b. Practice answering questions.
- 8.c. Develop a set of questions you could pose to your interviewer.
- 8.d. Practice using your online or paper portfolio in interviews.
- 8.e. Role-play interviews.
- 8.f. Explore thank you letters as a follow-up to an interview.