BADM 726: Personal Branding  
Spring 2014, 7:00 – 9:45 pm, AB 108  
I reserve the right to add or delete from this syllabus at any time.

Professor:  Dr. Bret L. Simmons  
Office: 401M Ansari Business Building  
Office Hours: TTh 1-2:00 pm, 4:00 – 5:00 pm, or by appointment.  
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Course Description: Personal branding builds content and conversation around your professional value using principles of permission and inbound marketing and social media platforms as tools. Prerequisite: Admittance to MBA program.

Expectations: I expect that we will all:

1. Come to every class, on time and prepared.  
2. Maintain a relaxed but orderly and professional environment in class.  
3. Give each other our best effort at all times.  
4. If you ever have a problem or complaint about anything associated with the course, I expect you to give me an opportunity to resolve the issue.

Objectives:  
1. Encourage as many students as possible to NOT spend the rest of their lives working for idiots that give really don’t give a darn about them.  
2. Develop individual creativity and personal responsibility  
3. Create the start of a personal brand

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Personal Brand Project</td>
<td>400</td>
</tr>
<tr>
<td>Assignments</td>
<td>400</td>
</tr>
<tr>
<td>Brand Video</td>
<td>200</td>
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<td></td>
<td>1000</td>
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Grading:  
A : 950 – 1000  
A- : 900 - 949  
B+ : 875 – 899  
B : 826 – 874  
B- : 800- 825  
C : 700 - 799  
D : 600 - 699  
F : < 599

At the instructor's discretion, borderline grades may be adjusted in the student's favor in exceptional circumstances.

Our Twitter hash tag for the course will be #unrbrand
Cell Phone Use:

The use of cell phones for texting or any other reason is strictly prohibited in this class except if you are participating in a designated twitter public backchannel designed to support the class. Cell phone use in meetings is disruptive and unprofessional. The first time you are observed using a cell phone you will lose 50 points from your final grade. The second time you are observed using a cell phone you will lose an additional 100 points from your final grade. The third time you are observed using a cell phone you will lose an additional 150 points from your final grade.

Personal Brand Project:

This is a big project, but the more you put into it the more you will get out of it. I will provide you with a considerable amount of class time that you can use to work on this project and your other assignments. This time will usually be unsupervised, but I strongly recommend that you use this time wisely.

You need to do the assigned readings and complete the assignments I give you in class and develop your own personal brand. As a minimum, you will communicate your brand through Linkedin, Facebook, Twitter, Youtube, Google + and through a blog. I will, however, look at everything you have online to make sure it is consistent and professional. If you have a Myspace account, take a hard look at it and make sure it is professional or shut it down.

If I give you my professional opinion and you choose not to incorporate my suggestion into your brand, please don’t expect to make an A on your brand. This is especially true with your Facebook page. If you hide from my evaluation the things I’ve told you I want to see, you will not make an A on your brand. You may NOT create a second Facebook page just for this class.

If you fail to complete all assigned blog posts, your brand will be considered incomplete. Any brand that is incomplete for this or any other reason will score no more than 330 points in this category.

In order to score 360 or more points in this category, every blog post must add value to your brand and every tweet must be consistent with the signaling strategy I will teach in class.

Please understand that EVERYTHING you create in this class can be deleted at the end of the class (e.g. you can close your Facebook account).

Here are the criteria I will use to evaluate your brand:

- Clear statement of value
- Content around that value
  - Is the content consistent with your stated value?
  - Is the content focused with no random posts?
  - Is it interesting, helpful, concise and well-written content?
  - Could this really help you get a better job or start a business?
- Conversation around your value
  - Comments made to you that you respond to
  - Comments you make about others
  - Comments others make about you
• Presentation of your brand
  o Picture
  o Professionalism
  o Personality
  o Title or name given to your brand
  o Consistent communication of your brand (e.g. profile picture and about me statements) across platforms
  o Links across platforms
  o Connections to others that share your value
  o Completeness – is anything missing?
  o Extras – are you doing something unique and impressive

Assignments:

Through a series of assignments, you will establish and operate your personal brand on several social media platforms. After you have all of your accounts open, the assignments will mostly consist of a specified number of blogs and tweets per week and assigned readings from the books. In the first six weeks of the course, you will do a considerable amount of reading so it is imperative that you have all the required books the first week of class.

Students will submit an accounting to me of each and every assignment. Your typed report should include a brief summary paragraph detailing what you accomplished and any part of the assignment you did not complete or completed late. This summary paragraph should be the FIRST paragraph of your report. If reading was assigned, write a 2 paragraph (4 sentence paragraph minimum) summary of each assigned chapter. If you did not attend class, please include that fact in your report. This report is due in person at the start of class.

NOTE: changing the date on a blog post or in any other way falsifying the actual order and timing of posts is considered academic dishonesty and can result in a score of zero in the category.

The value of each week’s assignments will vary. At the end of the course I will average your points and multiply this average by 400 to determine your score in this category. For example, if the weekly assignments were worth a total of 1000 points and you earned 800 of those points (80%), your score in this category would be 320 points.

The process of scoring an assignment starts with the total possible points for that specific assignment and then subtracts a designated number of points if required activities are not completed. For example, assignment #1 might be worth 300 points, and you will be asked to subtract 35 points for each assigned chapter of reading that you do not summarize as specified. You always start with the total possible points and work backwards; never add points for parts of the assignment you complete.

Personal Brand Video

Each student will produce a 5 minute video of their brand that will be presented sometime during the final three weeks of the course. The video should be posted to your YouTube account and your About Me page on your blog NLT April 15, 2014. If I cannot access your video from your About Me page by 5 pm on April 15, 25 points will be deducted from your score on this assignment.
Video Presentation Guidelines

1. MUST be less than 5 minutes. Shoot for 4 minutes; anything less than 3 will be suspect.
2. Make sure the following are acceptable:
   a. Audio level
      i. Can we hear you?
      ii. Is the audio level consistent?
      iii. Is the audio free of background noise?
   b. Lighting
      i. Can we clearly see your face and expressions?
      ii. Do NOT position a light behind you; position yourself with a light in front or you or filling the room with light.
   c. Framing
      i. Does your image fill the frame?
      ii. Do not either cut off the top of your head or bull’s-eye your image.
3. Make sure to fully explain your brand:
   a. How you add value
   b. Who you help
   c. Why you help
   d. Positive results so far
   e. Do NOT mention you are part of my branding class
   f. Do NOT talk about how you might be disappointed in your brand, only about what your brand is and what you try to accomplish at your blog.
4. Adhere to professional presentation standards:
   a. Appropriate dress
   b. Enthusiasm/energy
   c. Enunciation
   d. Eye contact
   e. Smile and other facial gestures
   f. Avoid hand gestures
5. Posted to YouTube
6. Posted on your website on the “about me” page

Attendance:

If you have a total of THREE absences, for whatever reason, you will automatically fail the course.
Attendance is defined as being present in class within the first 15 minutes of the class and staying until the class is dismissed.

General Policies:

1. If any member of the class feels that he/she has a disability and needs special accommodations of any nature, you should contact your instructor and the Disability Resource Center, Thompson Building, Suite
1. Reasonable accommodations will be made to ensure that you have a fair opportunity to perform in class.
2. If you have a concern about a grade or a course policy, please see me during office hours or make an appointment to meet. I cannot discuss your grade on any assignment or your concern about any policy (e.g. absences) in front of the class.
3. **Late work is not accepted.** Late work will receive a score of zero.
4. All assignments are due in class on the due date and must be submitted in person. Assignments that are submitted via e-mail, slid under my door, or left with the secretary will be returned with a grade of zero unless this arrangement was negotiated with me in advance.
5. Disruptive behavior will be addressed using a progressive discipline approach. **Any single instance of disruptive or unprofessional conduct may result in the loss of a letter grade in the course, regardless of where we are in the progressive disciplinary process. A separate section of this syllabus expands on this policy.**
6. Please turn your cell phones OFF during class. **Please DO NOT send or receive text messages during class.** Cell phones MUST be stored whenever examination material is on your desk. A separate section of this syllabus expands on this policy.
7. Laptops and Ipads are permitted for taking notes or setting up platforms in class. Please do not use these devices in ways that distract your classmates or our guest speakers.
8. The COBA Curriculum committee approved the following **recommended** maximum work/credit hours schedule for students.

<table>
<thead>
<tr>
<th>Work Hours/Week</th>
<th>Credits taken/semester</th>
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<tbody>
<tr>
<td>10 hours</td>
<td>15 credits</td>
</tr>
<tr>
<td>20 hours</td>
<td>12 credits</td>
</tr>
<tr>
<td>30 hours</td>
<td>9 credits</td>
</tr>
<tr>
<td>40 hours</td>
<td>6 credits</td>
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The maximums work both ways. For example, a student working 10 hours per week should not take more than 15 credits and conversely, a student who is taking 15 credits should not work more than 10 hours per week.

**Statement on Audio and Video Recording**

“Surreptitious or covert video-taping of class or unauthorized audio recording of class is prohibited by law and by Board of Regents policy. This class may be videotaped or audio recorded only with the written permission of the instructor. In order to accommodate students with disabilities, some students may be given permission to record class lectures and discussions. Therefore, students should understand that their comments during class may be recorded.”

**ACADEMIC HONESTY**

All work in this course must be completed in a manner consistent with UNR Academic Standards for Students [http://www.unr.edu/sjmas/Academicstandards1.htm](http://www.unr.edu/sjmas/Academicstandards1.htm)

You should also be familiar with the information on student conduct at the following site [http://www.unr.edu/stsv/acdisol.html](http://www.unr.edu/stsv/acdisol.html). Below is an excerpt of that policy:
Student Conduct Regulations and Policies

The University of Nevada, Reno has established regulations and policies for student conduct that support the core educational mission of the University of Nevada Reno, students and student groups and/or organizations. The following conduct violates our university community standards and subjects a student, or a student group/organization to sanctions under the Student Code of Conduct. The following conduct is prohibited:

1. Acts of dishonesty, including but not limited to the following:
   1. Cheating, plagiarism, fraudulently obtaining grades, or other forms of academic dishonesty.
   2. Furnishing false information to any University official, faculty member, or office.
   3. Forgery, alteration, or misuse, theft, or using without permission, any University document, or record.

2. Disorderly conduct, including the disruption or obstruction of teaching, research, meetings, business and administration, disciplinary proceedings, or other University activities; including public service functions and outreach activities on or off campus, or other activities when the conduct occurs on University premises.

3. Failure of the student to present proper credentials, student identification card, driver's license, or parking registration, to university officials upon their request.

4. Conduct that endangers the health or safety of any member or guest of the university community, including conduct that endangers the student him/herself.

5. Physical abuse, verbal abuse, threats, intimidation, coercion, and/or conduct that threatens or endangers the health or safety of any person.

6. Interference by force, threat or duress with the lawful freedom of movement of persons or vehicles on university premise.

7. Resisting or obstructing such university or other public officials in the performance of their duties.

8. Failure to comply with the directions of University officials acting in accordance with their duties and/or failure to identify oneself to these persons when requested to do so.

Disruptive Behavior: As stated in the General Policies section of this syllabus, disruptive behavior will be addressed using a progressive discipline approach. Disruptive classroom behavior is also a violation of the UNR Student Code of Conduct.

If your behavior in the classroom disrupts my teaching, you will be asked to leave the class. If you are asked to leave the class, you need to do so immediately and without comment. If you fail to leave when asked, you will be in violation of #8 of the UNR Student Code of Conduct.

If you are asked to leave the class for disruptive behavior, you will be identified to the UNR Office of Student Conduct. Before you are allowed to return to class, you will be required to meet with me and the
UNR College of Business Associate Dean to develop a plan to address the disruptive behavior. You will also lose a letter grade per the syllabus (see below).

If you fail to leave the class when asked, your administrative removal from the class will be justified and considered.

EXTRA CREDIT:

Extra credit opportunity is provided not only to help your grade, but also to encourage you to engage in activities that will either support the class or enhance your learning experience. I do not provide a “curve” at the end of the course, so please consider this your opportunity to provide your own “curve”.

**Opportunity # 1: Student data sheet (25 points possible)**

*This offer expires on Tuesday, March 4, 2014 during office hours*

For 5 points, fill out the student data sheet that I will provide you and bring it with you to my office during office hours to introduce yourself. For the full 30 points, attach a recent photo of yourself to the data sheet. Please don’t simply slide the sheet under my door - you have to at least say, “hello, my name is...” and shake my hand to register points.

**Opportunity # 2: Spring Break Activity (25 points)**

For the full 25 points, blog twice and tweet three times per day (as described in the assignments), every day, between March 17 and March 22, 2013. For 15 points, blog once and tweet as described above. For 10 points, tweet as described above (no blog posts).
## Tentative Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
</tr>
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<tbody>
<tr>
<td>1/21</td>
<td>Introduction; Syllabus; Personal Brand Examples</td>
</tr>
<tr>
<td>1/28</td>
<td><em>Meet in AB 312</em> &lt;br&gt;Google +, LinkedIn, Facebook, Twitter</td>
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<tr>
<td>2/4</td>
<td><em>Meet in AB 312</em> &lt;br&gt;Blog</td>
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<tr>
<td>2/11</td>
<td><em>Meet in AB 312</em> &lt;br&gt;Blog</td>
</tr>
<tr>
<td>2/18</td>
<td><em>Meet in AB 312</em> &lt;br&gt;Blog/Video</td>
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<tr>
<td>2/25</td>
<td><em>Meet in AB 108</em></td>
</tr>
<tr>
<td>3/4</td>
<td><em>Meet in AB 312</em> &lt;br&gt;Progress follow-up</td>
</tr>
<tr>
<td>3/11</td>
<td><em>Meet in AB 108 for the rest of the semester</em> &lt;br&gt;<strong>Guest Speaker:</strong> &lt;br&gt;Operating Principles</td>
</tr>
<tr>
<td>3/18</td>
<td>Spring Break</td>
</tr>
<tr>
<td>3/25</td>
<td><strong>Guest Speaker:</strong></td>
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<tr>
<td>4/1</td>
<td><strong>Guest Speaker:</strong> &lt;br&gt;Contemporary issues</td>
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<tr>
<td>4/8</td>
<td><strong>Guest Speaker:</strong> &lt;br&gt;Contemporary issues</td>
</tr>
<tr>
<td>4/15</td>
<td>Contemporary issues</td>
</tr>
<tr>
<td>4/22</td>
<td>Presentations</td>
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<tr>
<td>4/29</td>
<td>Presentations</td>
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<tr>
<td>5/6</td>
<td>Presentations</td>
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</tbody>
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I reserve the right to add or delete from this schedule and syllabus. Changes may be necessary to accommodate time constraints.