

AN UNDERGRADUATE PERSONAL BRANDING COURSE

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This workshop covers an undergraduate marketing course titled Personal Branding, which is part of the required curriculum for marketing students at California State University San Marcos. The course was designed to introduce students to the process of designing brand identity and help students develop their own personal brand. Developing a personal brand is viewed as a process of designing or selecting brand elements and using them to create a unified system that influences what people think, how they feel, and what they do. As such, the course covers foundational concepts in branding; principles of graphic design, color theory, and typography; designing or selecting personal brand elements (e.g., colors, fonts, personal logo) to support one's brand positioning; and then designing a portfolio of vehicles—or touchpoints—to create a personal, unified identify system. The course features designing touchpoints that are highly relevant to students: presentation visual aids, a formal business report, stationery (for a cover letter), resume, and business card.

Rationale

The workshop will be of value to marketing educators in three main ways. First, attendees will gain insight into how they can advance students' skills and knowledge needed to accomplish what is likely the most common business school program learning outcome—effective and professional communication, an outcome that is also among the very top skills required by employers (Schlee & Harich, 2011). Second, attendees will gain insight into the skills and knowledge an instructor needs to develop and deliver a personal branding course, and be made aware of materials that have been helpful in doing so. Third, the workshop should motivate attendees to reflect on their own personal brand, and consider the extent to which their personal touchpoints (e.g., lecture materials, syllabi) support a desired personal brand position.

Format of the Workshop

The workshop will present the following topics:

1. The motivation/need for a personal branding course
2. Course student learning outcomes
3. Overview of topics covered in the course
 - Branding concepts and positioning
 - Personal branding and positioning
 - Fundamental principles of graphic design
 - Color theory and selection
 - Type anatomy and selection
 - Visual communication for visual aids: photos, charts, and diagrams
 - Personal brand logo
 - Designing touchpoints: presentation visual aids, formal business report, stationery, resume, and business card
4. Learning exercises and work samples from students who completed the course
5. Skills/knowledge needed by an instructor
6. Recommended resources