

## IPS/HHS/ENT 275: Entrepreneurial Personal Branding

**3 credits**

**Prerequisites:** None

**Instructor:** Megan Cayton, Student Success Navigator, School of Health and Human Sciences

**Office Location:** 227 Stone

**E-mail:** [mcdelph@uncg.edu](mailto:mcdelph@uncg.edu) (preferred)

**Phone:** 336-334-3375

### FOR WHOM PLANNED

Course open to all students interested in connecting their purpose/meaningful work to creating, establishing and carrying out their personal brand.

### COURSE DESCRIPTION

Students will have a better understanding of the entrepreneurial mindset, how to use entrepreneurship strategies personally and how to best brand and uniquely market themselves.

### TEACHING STRATEGIES

Instructional strategies used in this course include lecture, class discussion, small group work, peer reviewing, opportunities for collaboration, videos, reflective writing/application, and group projects. The course will be an online format.

### ONLINE/TECHNOLOGY REQUIREMENTS

- Active I-Spartan Email Address. Please use only this address for this course.
- Canvas Account.
- Smartphone, webcam, or other recording device.
- Adobe Reader, LinkedIn.com, and one of the following: WordPress, Weebly, Wix, Google Sites, Blogger, Wikispaces.

### STUDENT LEARNING OUTCOMES

Personal branding is the ongoing process of establishing an image or impression in the mind of others about you. Your personal brand should represent the value you are able to consistently deliver to those whom you are serving. Having a personal brand with an entrepreneurial mindset allows you to build your reputation and help you to grow your network/business in a way that allows for opportunity, innovation, and new value creation that interests others. Ultimately, you want your personal brand to show that you are a great role model, mentor, and/or a voice that others can depend upon.

Participants of this course will not only have a thorough understanding of themselves by being able to develop and define their passions, values, and purpose but will create a vision that will propel them into their entrepreneurial personal brand. Participants in this course will:

1. Utilize effective verbal, written, and electronic presentation and communication skills
2. Identify opportunities for personal and professional evolution through lifetime career development
3. Illustrate creativity, innovation, and self-reflection by crafting professional artifacts in multiple modes
4. Apply an entrepreneurial mindset and personal branding strategies to real-world professional settings

By the end of the course, participants will have a better understanding of themselves and be able to incorporate strategies to engage others with their personal brand as well as use their brand to set themselves apart.

## COURSE STRUCTURE

This course is intended to be an online class. We will use the learning management system, Canvas. This class depends in large part on your participation and interaction for success. Your input, questions, and responses will make the class that much better and more rich. The more you put into the class the more you will get out of it. The intent of the assignments is to provide you with real world application and experience that you can take into the workplace and be successful. Since the class is designed to be very interactive, participation is necessary. With the expectation that you are going to be entering the real world at some point, you should be prepared to act and to submit assignments in a professional manner. For additional help with the online portion of the class, please visit <https://readytolearn.uncg.edu/>

### Course Assignment and Alignment with SLO

Assignment	SLO
3 Words, 6 Whys	1, 3
Vision Board	1, 3
Personal Biography	1, 2, 3
Strengths and Values	1, 2
Tagline	3, 4
Logo	3, 4
Headshot	3
Pitch	3, 4
SWOT Analysis	1, 3
Cover Letter	1, 2, 3, 4
Resume	1, 2, 3, 4
Career/Networking Event	2, 4
Personal Board of Advisors	2
LinkedIn Profile	1, 2, 3, 4
Final Project	1, 2, 3, 4

## EVALUATION AND GRADING

The course is graded A, B, C, D, or F and uses the +/- system. Your final grade will be calculated using the following criteria:

Your final letter grade will be based on your total points, as listed on the scale below:

### Point Range, Percentage, and Letter Grade Alignment

Point Range	Percentage	Letter Grade
188–200	94%–100%	A
180–187	90%–93%	A–
174–179	87%–89%	B+
168–173	84%–86%	B
160–167	80%–83%	B–
154–159	77%–79%	C+
148–153	74%–76%	C
140–147	70%–73%	C–
134–139	67%–69%	D+
128–133	64%–66%	D
120–127	60%–63%	D–
0–119	Below 60%	F

There's no final exam and extra credit will not be given.

## COURSE POLICIES

### INSTRUCTOR COMMUNICATION WITH STUDENTS

My preferred method of communication is face to face or email. I am not great with the telephone. It is always my goal to respond to student inquiry and requests within 24 hours Monday through Friday. I do check email on weekends but try hard to enjoy my family and the farm during the weekends, so my responses might be slow or not at all. If you think that I've ever forgotten to respond to you, please reach out again as chances are, I did! If I am going to be away or out of the office for a long period of time, I will communicate that through your UNCG email and the announcement portion of Canvas.

### NETIQUETTE

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor. Please be courteous on the discussion boards, in emails, and in your communications with your peers and instructor. Inappropriate language will not be tolerated. Please be conscientious of spelling and grammar.

### POLICY ON SERVER UNAVAILABILITY OR OTHER TECHNICAL DIFFICULTIES

The university is committed to providing a reliable online course system to all users. If you are not able to access a working computer with a consistent and reliable internet connection, you will not be able to complete this class. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation on a case-by-case basis. Students should immediately report any problems to the instructor and also contact [6tech@uncg.edu](mailto:6tech@uncg.edu) to report the problem. Provide as much details about the situation in your communication to help resolve it soon.

### ACADEMIC INTEGRITY POLICY

Refer to the [UNCG Academic Integrity Policy](#).

### ATTENDANCE/PARTICIPATION POLICY

This course meets asynchronously online. It is strongly suggested that each student set aside regular time each week to complete activities and assignments. Students who submit assignments excessively late will receive a reduced grade. Please notify instructor in writing IN ADVANCE about your faith based Religious Observances by THE FIRST WEEK OF THE SEMESTER. Religious Observances will not be counted as non-participatory if you notify instructor IN ADVANCE.

### ASSIGNMENTS

Course assignments will have you explore a particular topic about entrepreneurship, yourself, and the brand you wish to portray. They may consist of a short assessment, completion of a worksheet, or some creative project totally off-the-wall. Canvas will have the due dates for all of the assignments. These will be turned in online. Please remember to check spelling and grammar including proofreading your assignments.

### ADVERSE WEATHER

The University of North Carolina at Greensboro will remain open during adverse weather conditions unless an administrative decision on changing work and class schedules is made by the Chancellor. Students can receive details on the UNCG home page ([www.uncg.edu](http://www.uncg.edu)), or by dialing three campus telephone numbers: Adverse Weather Line (336-334-4400); Campus Switchboard (336-334-5000); and University Police (336-334-5963).

### DISABILITY/LEARNING DIFFERENCE SERVICES

Students with documentation of special needs should arrange to see me about accommodations as soon as possible. If you believe you could benefit from such accommodations, you must first register with the Office of Disability Services on campus before such accommodations can be made. The office is located on the second floor of the Elliot University Center (EUC) in Suite 215, and the office is open 8 AM to 5 PM, Monday-Friday. Telephone: 336-334-4550; email: [ods@uncg.edu](mailto:ods@uncg.edu).

### FERPA AND PRIVACY

As a student, your educational records are considered confidential. Under FERPA (Family Educational Rights and Privacy Act), your records are confidential and protected. Under most circumstances your records will not be released without your written and signed consent. However, some directory information may be released to third parties without your prior consent unless a written request to restrict this is on file. You can learn more about [student rights to privacy here](#). In this course, you may be working with third party applications online (i.e. wikis, blogs, and other Web 2.0 applications). The different proprietors of these sites may or may not have privacy guarantees and the FERPA policy at UNCG does not apply to these sites. It will be your responsibility to read the privacy documentation at each site. There are many other options to protecting your information at these sites.

## ABOUT YOUR INSTRUCTOR

Megan Cayton originally hails from London, Ohio and is a tried and true Buckeye fan. Following her heart to dance in college, Megan attended Radford University in Radford, Virginia. Megan started clogging when she was six years old and followed her feet to college where she danced and instructed the Radford University Clogging Team. Megan graduated Radford with a Bachelor of Science in Recreation Parks and Tourism with a concentration in Management. Following graduation, Megan attended North Carolina State University pursuing a master's degree in Agricultural Education. While at NC State, Megan worked for Housing advising the Inter-Residence Council and National Residence Hall Honorary. Megan loves serving and helping others through teaching. Upon graduation, Megan gained employment with the University of North Carolina at Greensboro as a Coordinator for Residence Life. Within Residence Life at UNCG, Megan wore many hats serving as a hall director working with international and first year students, an academic advisor for incoming students, and a student organization advisor. After nearly nine years of work within Residence Life, Megan knew it was time for a change and moved from student affairs to academic affairs. Currently, Megan serves as a Student Success Navigator within the School of Health and Human Sciences at UNCG. She teaches courses helping students find their purpose in life. Instead of asking people what they want to be when they grow up, Megan strives to help people figure out how they want to serve the world through their talents, gifts, and strengths and then helps them to create their path in life. Megan met the person of her dreams on March 17, 2014 and three years later they married on March 17, 2017. Kyle is the true light of her life. Megan and Kyle have a son Landon and live on a small hobby farm in Reidsville, NC. On the farm currently are ducks, turkeys, chickens, bees, and a potbelly pig named Hamilton. They also have two dogs, Colt and Gunnar.

