

**Course Number: HHS/ENT 275**

**Course Title: Entrepreneurial Personal Branding**

**Credits: 3**

**Prerequisites/Corequisites: None**

**Course dates: Session 2**

### **INSTRUCTOR INFORMATION**

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

*Email:* mcdelph@uncg.edu

*Virtual office hours:* By Appointment

*Virtual Office Hours and Appointments:* Please use my UNCG email account to schedule a Google Meet or Zoom appointment if you would like to speak with me. I am glad to make appointments with you that work for your schedule. I am open to other forms of communication as well.

*Instructor availability:* I will be responsive to emails or Canvas messages. I reserve time after 5PM Monday through Friday and all-day Saturday and Sundays to be with my family. I will try to check messages periodically over the weekends. Please be sure to reach out in a timely manner with questions or concerns. I do my best to reply to all messages within 24 hours of receiving them however, there may be brief delays beyond this timeframe.

### **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.

### **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.

### **REQUIRED TEXTS & READINGS**

- None

### **REQUIRED EQUIPMENT & SKILLS**

Given that this is an online class, you are expected to have an internet-enabled laptop, a webcam and the ability to record sound to record and deliver your presentation.

You will need to use a laptop or desktop computer to access this course to maximize your ability to participate. You should not attempt to use only a tablet or phone to complete this course.

Canvas is easy to navigate; however, please let me know if you need assistance locating anything in the course. You can also contact our course liaison, Paige Turner, at [apturner@uncg.edu](mailto:apturner@uncg.edu) to request assistance with course navigation, issues accessing course materials, or general student concerns such as time management.

### **INTERNET ACCESS**

[Test whether your computer or device will be adequate](#) to complete required course activities. This may include uploading documents to Canvas, taking online quizzes, and/or having a webcam and USB headset or earbuds with a microphone to connect to video conferencing. Additionally, ensure you have reliable Internet access. If you're don't, you can [search for high-speed Internet providers near you](#). Keep in mind, you'll need upload speeds of at least 5 Mbps and download speeds of at least 15 Mbps. You may qualify for affordable high-speed Internet at home with [Internet Essentials](#) if you are eligible for public assistance programs.

### **COURSE REQUIREMENTS AND EXPECTATIONS**

Assignments will be due mostly either Mondays, Wednesdays, or Fridays. This is a quick class and you have to stay on top of your assignments to be successful. If you are concerned or have questions about a particular assignment, I am happy to discuss it with you. Please make sure you get in touch with me in time to work through any challenges you may have. The aim and goal are for each of you to really dig deep and learn new things about yourself and how and why you are who you are. Please consider taking time to think through the assignments and put some real effort into what you are asked to do.

If you notice a mistake, please let me know. I make mistakes too so if you see something off, please let me know.

A few things about the course.... the entire course is open for your viewing pleasure. You can view the syllabus in the syllabus tab on the left to get a gist for what you will be doing. There are several assignments due quickly in the first week so please begin to get yourselves organized now so that doesn't cause you issues the first week.

There are many things in this course that are multi-phased...meaning you have to do something first before what's due can actually be done. Be sure to read far enough ahead to know what you are doing. Just going to the assignments tab and doing what is listed there will NOT allow you to be successful in this course. Start in modules and go through each page...everything is laid out VERY clearly.

### **LATE WORK POLICY**

My belief is that we are all doing our best work and that work is being done in a timely manner. If, for some reason, you believe you will be unable to complete an assignment by the due date, please contact me *prior* (at least 24 hours prior) to the due date and time to see if arrangements can be made for you to complete your assignment. I would rather you take a reasonable extended time and put work into your assignment so that you gain something from it rather than rush the process.

### **COURSE INTERACTION**

There are some discussion boards and such that do not have due dates. They are to be done in the week for which the work is being done. Everything in each week should conclude by Friday...including any discussion posts, responses, etc.

There are a few group assignments. Groups will be assigned soon. You can find your group in the people tab... then groups. I will adjust these should students drop. Groups are usually 6 to 7 people. Your grade for those assignments does depend on whether you complete the full assignment, including working with your fellow students.

### **EVALUATION AND GRADING**

It is unethical and a violation of the [UNCG's Academic Integrity Policy](#) to request an unjustifiable grade adjustment ("Unauthorized Behaviors"). If a grade input error occurs, you should notify me as soon as possible. I will examine the Canvas grade to determine whether the incorrect grade is present in the gradebook. If an error occurred, the grade will be adjusted.

Grading for this course will be based on points for assignments and will be determined by the following:

**GRADE SCALE**

A: 94-100%	B+: 87-89.99%	C+: 77-79.99%	D+: 67-69.99%
A-: 90-93.99%	B: 84-86.99%	C: 74-76.99%	D: 64-66.99%
	B-: 80-83.99%	C-: 70-73.99%	D-: 60-63.99%
			F: Below 60%

**COURSE ASSIGNMENTS/REQUIREMENTS      DUE DATES      POINT VALUES**

<b>Course Requirement</b>	<b>Due Date &amp; Time</b>	<b>Point Value</b>
<i>Module 1</i>		
Class Introductions Discussion Board	Monday, March 15 by 11:59PM EST	0
3 Words, 6 Whys	Wednesday March 17 by 11:59pm	5
Personal Biography	Friday March 19 by 11:59 pm	10
Vision Board	Friday March 19 by 11:59 pm	15
<i>Module 2</i>		
Strengths and Values	Monday, March 22 by 11:59pm	5
Tagline	Wednesday, March 24 by 11:59pm	5
Logo	Wednesday, March 24 by 11:59pm	5
Pitch	Friday, March 26 by 11:59pm	5
Headshot	Friday, March 26 by 11:59pm	5
<i>Module 3</i>		
SWOT Analysis	Wednesday, March 31 by 11:59pm	15
<i>Module 4</i>		
Cover Letter	Wednesday, April 7 by 11:59pm	10
Resume	Wednesday, April 7 by 11:59pm	10
Career/Networking Event	Friday, April 9 by 11:59pm	20
<i>Module 5</i>		
Personal Board of Advisors	Monday, April 12 by 11:59pm	5
Personal Interviews	Friday, April 16 by 11:59pm	20
<i>Module 6</i>		
LinkedIn Profile	Wednesday, April 21 by 11:59pm	10
<i>Module 7</i>		
Final Project	Monday, April 26 by 11:59pm	55
Total Available Points		200

## **CAVEAT**

The schedule and procedures in this course are subject to change at the instructor's discretion or in the event of extenuating circumstances.

## **STATEMENT FOR ACCESSING CAMPUS**

As UNCG plans to reopen campus in spring 2021, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff who access campus are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Actions include, but are not limited to, the following:

- [Wearing a face covering that covers both nose and mouth when accessing campus](#)
- Observing [social distance](#) when accessing campus
- Engaging in proper hand washing hygiene when possible
- [Self-monitoring for symptoms of COVID-19](#)
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill

Face coverings will be available for purchase in the UNCG Campus Bookstore if you do not bring one with you to campus. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the space they are accessing on campus to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter the space they were in. Repeated issues may result in conduct action.

## **UNCG ACCESSIBILITY POLICY**

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Accessibility Resources and Services (OARS) in 215 Elliott University Center, 334-5440, <http://ods.uncg.edu/>.

## **ACADEMIC INTEGRITY POLICY**

Each student is required to abide by the Academic Integrity Policy on all major work submitted for the course. [Click here to review the academic integrity website.](#)

## **STUDENT RESOURCES**

### **UNCG Distance Education Librarian**

Sam Harlow

Phone: 336-256-0274

Email: [slharlow@uncg.edu](mailto:slharlow@uncg.edu)

<http://library.uncg.edu/>

<https://uncg.libguides.com/mas>

Provides: Research support, assists with locating research sources, narrowing research parameters

### **University Speaking Center**

3211 MHRA Building

Phone: 252-538-3407

<https://speakingcenter.uncg.edu/>

Provides: Online peer-to-peer feedback, guidance, and other support for public speaking preparation and delivery, interpersonal communication, and group or team communication

### **University Writing Center**

3211 MHRA Building

Phone: 336-334-3125

Email: [askthewc@uncg.edu](mailto:askthewc@uncg.edu)

<https://writingcenter.uncg.edu/>

Provides: Online writing support with brainstorming, organization, and structure

### **Digital Action, Consultation, and Training Studio (DACTS)**

Lower Level, Jackson Library – 320 College Ave

Phone: 336-334-5616

Email: [digitalACTS@uncg.edu](mailto:digitalACTS@uncg.edu)

<https://digitalactstudio.uncg.edu/>

Provides: Online support for the creation of stronger and more effective digital projects

### **Student Counseling Center**

Anna M. Gove Student Health Center

107 Gray Drive

Greensboro, NC 27412

Phone: 336.334.5340

<https://shs.uncg.edu/cc>

Health and well-being impact learning and academic success. Throughout your time enrolled at the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation.

Provides: All services will be offered via telehealth services in Fall 2020. The Counseling Center offers a wide range of services designed to support and challenge the personal growth, academic success and emotional health of currently enrolled UNCG students. Services may include short term individual counseling, group therapy, workshops, crisis intervention, psychiatric services, consultation and outreach activities.

### **Dean of Students**

#### **UNC Greensboro**

210 Elliott University Center

PO Box 26170

Phone: 336.334.5514

Email: [deanofstudents@uncg.edu](mailto:deanofstudents@uncg.edu)

<https://sa.uncg.edu/dean/>

Provides: Multiple services per <https://sa.uncg.edu/dean/certification/>

### **Campus Violence Response Center**

Ground Floor - Anna M. Gove Student Health Center, 107 Gray Dr. Greensboro, NC 27412

Telephone 336.334.9839

<https://cvrc.uncg.edu/>

Provides: Crisis response, advocacy, counseling, support groups and coordination with on and off-campus services.

### **Spartan Recovery Program**

Anna M. Gove Student Health Center

107 Gray Drive

Greensboro, NC 27412

Phone: 336.334.5340

<https://shs.uncg.edu/srp>

Provides: Peer support, recovery coaching, recreational activities, monthly celebration of recovery, and referrals to additional treatment and support services for students in recovery from alcohol or other substances.

### **The Students First Office**

101 Forney

Student Success Commons

Greensboro, NC 27402

Phone: 336.334.5730

Email: [students@uncg.edu](mailto:students@uncg.edu)

<https://studentsfirst.uncg.edu/>

Provides: Support for students pursuing academic recovery, academic transition, and appeals

### **Resources for LGBTQ+ Students**

- The Office of Intercultural Engagement: <https://intercultural.uncg.edu/student-advocacy-outreach/lgbt-community> and <https://intercultural.uncg.edu/student-advocacy-outreach/lgbt-community/lgbtq-resources>
- Name and Gender Change Information: <https://reg.uncg.edu/policies/changes-to-personal-information/>. This website also contains information about how to indicate your preferred name in Genie which will import your preferred name to Canvas.
- Advocacy Support through the CVRC: <https://cvrc.uncg.edu/lgbtq-resources/>