# Personal Branding Applications

## Syllabus
## Each Spring Semester

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Chair for Marketing and Market Research
URPP Social Networks
Department of Business Administration
University of Zurich, Switzerland
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## Preamble

Welcome to our "Personal Branding Applications" syllabus!

***«Personal branding is not about you.***
***It's about putting your stamp on the value you deliver to others. »***
William Arruda

Today, the Internet and a plethora of social media platforms and applications offer various possibilities to build brands and market their value. These tools help to **differentiate** a brand from its competitors, communicate its **unique selling proposition (USP)** and position it to **target audiences**. Therefore, understanding the **mechanisms of digital marketing** is core to today's marketing discipline. This course should therefore be seen as essential course not only for every marketing student, but probably for every student in management.

In this course, we'll focus on **personal branding** through internet and social media tools. Personal branding is an important tool for individuals, jobseekers and young startup companies to define, communicate and sell their strongest attributes and uniqueness to a target audience. Becoming a brand seems to be an important first step today to become a thought leader in one specific field.

This seminar is a **follow-up course** to the **Personal Branding and Digital Marketing** class offered each fall and offers a **highly specialized** setting for a smaller number of **former students** to work and **improve their own personal brands**. The focus of this seminar is on the marketing, the creativity and branding perspectives, not on legal or funding topics. By the end of the seminar, students should have a digital marketing toolbox of ideas on how to further improve their personal brands.

In this course, we:

- discuss actual individual student's **personal brand as important professional asset**
- **analyze** all individual **brands** based on marketing, branding and creative aspects
- **mentor individual brand's progress**
- talk about different **branding strategies** for each of the brands
- emphasize which **social tools** can be used how to improve the individual brands
- set-up individual **social media ecosystems**
- **create new ideas** for each individual brand to improve the value they offer to their target audience.

This seminar will always take place in the **spring** semesters. It is **required** to participate successfully in the class "Personal Branding and Digital Marketing" before this seminar and have already developed a personal brand they own themselves. All necessary information concerning the course can be found within this syllabus.

We are pleased to welcome you to this course. And now: Let's brand.

## Quick Overview

### Instructors:

Prof. Dr. René Algesheimer

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Office hours by appointment.

### Type:

Seminar

### Target Audience:

Bachelor students assigned to the "Wahlpflichtbereich" BWL 4.

### Frequency:

Each spring semester.

### APS (ECTS):

3

### Workload Statement:

| Part | Workload | ECTS |
|---|---|---|
| Course Preparation | 15h | |
| Class attendance (meetings) | 20h | |
| Individual work and assignments | 40h | |
| Final Presentation | 15h | |
| Total | 90h | 3 |

### Maximum Number of Students:

12

### Content:

Hands-on work on student's individual personal brands. The seminar is made up as an interactive workshop.

**Language:**

English

**Basic Literature:**

1. Godin, Seth (2018): **This is Marketing. You Can't Be Seen Until You Learn To See**, Portfolio Penguin.
2. Godin, Seth (2020): **The Practice: Shipping Creative Work**, Portfolio Penguin.
3. Clark, Dorie (2013): **Reinventing You**, Harvard Business Review Press.
4. Gladwell, Malcolm (2011): **Outliers: The Story of Success**, Back Bay Books.
5. Ferris, Tim (2016): **Tools of Titans: The Tactics, Routines, Habits**, Houghton Mifflin Harcourt.
6. Tan, Chade-Meng (2012): **Search Inside Yourself**, Harper One.

Additional literature, videos, tools, individuals to follow and some other recommendations will be given in class.

**Prerequisites:**

1. Personal Branding and Digital Marketing: Course successfully passed and video tutorials watched.
2. Students individual developed a personal brand and have access to all necessary platforms, such as webpage, Google Analytics, social platforms,...
3. Wordpress: We recommend you to go through some online tutorials on WordPress (or similar website creation tools), understand how they work, and potentially setup a simple first page.

   We recommend the following free tutorials or free courses:

   1. *Wpbeginner: How to Learn WordPress for Free in a Week (or Less)*
   2. *Wpbeginner: How to Install WordPress – Complete WordPress Installation Tutorial*
   3. *Tyler Moore: How to Make a WordPress Website – 2018 – In 24 Easy Steps*
   4. *Daniel Pataki: A Beginner's Guide to Creating A WordPress Website*
   5. *WordPress Cheat Sheet for Developers*
   6. *40 brilliant WordPress Tutorials* ☺

**Course Number:**

03SMBOEC0431

**Registration:**

Officially register using the booking tool at the University of Zurich. Note: an individual application for this class is necessary. More info on the Chair's website under "education > curriculum".

**Grading:**

Participation, discussion, oral presentation, and written documentation.

**Dates:**

Feb 6, 2022, students receive information about the kick-off.

- 1st: Feb 14, 2022, 9-18h
- 2nd: Feb 15, 2022, 9-18h
- Mentoring sessions: by appointment
- 3rd: May 16, 2022, 16-18h
- 4th: June 14, 2022, 16-18h

**Location:**

Please see the respective information posted on our website and in the VVZ.

**Note:**

This information in the syllabus supports the official information in the electronic university calendar (VVZ – Vorlesungsverzeichnis). In cases of doubt, the official information at the VVZ is valid.

# 1. INTRODUCTION AND OBJECTIVE

## 1.1 Course Purpose & Objectives

Branding is one of the core marketing disciplines. It describes the process involved in **creating a unique name and image** for a product, or a service in the consumer's mind through **consistent communication** themes. Branding aims to establish a significant and differentiated **presence** in the market that attracts and retains loyal customers. The purpose of this course is to **apply the ideas of branding to building up a personal brand**. The course is a hands-on introduction into branding, personal branding and digital marketing tools to build up and foster a personal brand. The class is made up as an **interactive, ongoing workshop.**

The objectives of this course are to become accustomed with, understand, and apply branding techniques that are typically used in **digital marketing**. The course will motivate and encourage students to **practice** these concepts in practical exercises, to develop a spirit of problem solving, and to enhance the ability to think in business terms. The course presents **popular digital marketing and social media marketing tools with practical exercises** to familiarize students both with the theoretical and practical aspects of marketing methods.

This course should (a) support students creating an understanding of personal brands and branding strategies, (b) demonstrate the advantages and disadvantages of using different social media platforms, (c) build-up an ecosystem of social media platforms supporting a brand building process, (d) help students to feed, grow, automate and analyze social media activities, and (e) apply these ideas and principles to a personal brand.

## 1.2 Course Contribution towards Marketing Management

The course includes a comprehensive presentation of the **main tools** that are typically used in **digital marketing** management and branding. These elements are discussed in class and supported by examples. The approach adopted encourages students to critically evaluate given marketing situations and solutions, to discuss their applicability, as well as to solve given marketing decision problems.

## 1.3 Course Contribution towards Analytical Competence

The course presents the main analytical tools in social media marketing necessary to obtain and use data that are applied in the professional world and which help marketing managers to use data appropriately, to analyze marketing situations, to formulate marketing strategies and plans, and to evaluate their impact on the personal brand building process. The students'

understanding of these analytical instruments, taught to them from basics, is realized through theoretical discussions, examples, exercises, and practical assignments.

### 1.4 Course Contribution towards Correctly Understanding and Applying Marketing Instruments

One course objective is to show how digital marketing instruments can support a personal brand building process. The tools presented and discussed in class provide students with an image of the complexity and pitfalls of typical digital marketing problems.

### 1.5 Course Contribution towards Critical Thinking and Problem-Solving Skills

As all digital tools are directly applied to realistic situations in the brand building process of each student, students need to formulate the related marketing problems they perceive and marketing questions to these given situations. Problem solving skills are developed as a consequence of applying these digital tools and discussing alternatives. In order to foster critical thinking, the whole brand building process is accompanied, interpreted and critically analyzed.

### 1.6 Course Contribution towards Ethical and Social Responsibility

The cases that are presented in class integrate ethical questions in order to develop a sense of ethical and social responsibility and to actively generate an understanding of different cultural perspectives. An open minded, tolerant, and respectful atmosphere within class is necessary to maintain this. The pedagogical approach adopted in this course encourages students to participate contributing their opinions, experience, and comments to the discussions developed around the presented marketing methods and to seriously consider and discuss each other's opinion.

### 1.7 Course Contribution towards the Development of Good Teamwork and Communication Skills

The capability to effectively work in teams and to communicate during the working process is an essential skill for marketing managers. The pedagogical approach adopted in this course encourages students to participate in class forwarding their opinions, experience, and comments to the discussions developed around the presented marketing methods. Additionally, if possible, with the class size, group work encourages students to develop interpersonal communication skills, as well as to debate and negotiate ideas and decisions during their group work. Finally, students are obliged to use both verbal and written communication during their course work which reinforces these skills.

## 2. COURSE MATERIAL

Students have access to our web-based e-learning platform on OLAT to download the slides presented in class and find other relevant material such as datasets and literature. The following procedure is strongly recommended as preparation for the classes.

### 2.1 Overview of Classes

On our webpage, an overview of all courses given by our team can be found. Students can develop an idea of the classes and how they best fit into their personal agenda. The sites can be accessed through:

*Chair for Marketing and Market Research Website*

*Marketing Group Zurich Website*

### 2.2 Hands-on Guides

Several files have been prepared that provide background knowledge of the expectations in the classroom and some tips concerning "How to give presentations in class", "How to write in an academic style", etc. Those guides should be read prior to class to obtain a good understanding of what is expected.

### 2.3 Syllabus

For each course, a syllabus exists with all details concerning that specific course. This is the guideline for the class and a must-read. Everything concerning the grading of the course, the agenda, the planned topics, the workload, readings, and much more can be found in the syllabus.

### 2.4 The Slides

The slides presented and discussed in class are available on the e-learning platform. Slides can be downloaded for each class. The slides do not completely cover the entire syllabus. Therefore, it is necessary to participate in class.

### 2.5 Recommended Readings

Recommended readings are articles that go into more details on the specific topics. They are presented at the end of each session.

### 2.6 Recommended Other Material

Throughout the class, we recommend a number of different videos to watch, individuals to follow, websites to verify, tools to test,.... In fact, the class is filled with a lot of material to experiment with. They are presented at the end of each session.

### 2.7 Templates

Slide presentations have to meet our formal requirements. Templates will be provided at the beginning of this course.

### 2.8 Additional Readings

The academic and professional papers published online or in marketing journals can also be used by students to obtain additional information about digital marketing and branding concepts, theories, and methods. The following journals are reputable and are therefore strongly recommended:

Marketing journals:

Journal of Marketing, Marketing Science, Journal of Marketing Research, Journal of Consumer Research, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Quantitative Marketing and Economics, Journal of Interactive Marketing, Journal of Business Research, Journal of Service Research, Journal of Product and Innovation Management

Management journals:

Academy of Management Review, Academy of Management Journal, Management Science, Administrative Science Quarterly, Strategic Management Journal

For inspiration:

Harvard Business Review, Sloan Management Review, McKinsey Quarterly

# 3. COURSE CONTENTS

## 3.1 Overview of Meetings

- 1st workshop: Feb 14, 2022, 9-18h
- 2nd workshop: Feb 15, 2022, 9-18h
- Mentoring sessions: by appointment
- 3rd meeting: May 16, 2022, 16-18h
- 4th final meeting: June 14, 2022, 16-18h

## 3.2 Details of Classes

This is the preliminary outline for FS 2022. This is subject to change and additional literature might be given in class.

### Preparations Before the Seminar

Before we start the course, we ask you to review the document '**Personal Branding Canvas', which we send you by email**. Please, use the key elements and questions contained in the template to design your kick-off presentation.

During your presentation, instructors and colleagues will provide you with feedback. Please use them to complete the overview of your brand and fill-out the 'Personal Branding Canvas'.

The **finalized canvas** of your personal brand should be sent to **alex.mari@business.uzh.ch** by **March 3rd**.

After the kick-off meeting, all discussants will highlight the recommendations provided to the brand owner with respect to the elements of the canvas as part of their own report.

### M1: Kick-off and First Workshop

**Outline:**

In this first meeting, we'll get together for the very first time. For that, we are going to instruct you on the ideas, objectives and procedures of this seminar. Afterwards, we start directly into the workshop.

We will also discuss the possibility of using ideation tools, to support us in creating new ideas.

In the workshop, each of the 12 participating students will introduce their own personal brand by introducing us in **15min** about:

- The history of the brand
- The core idea and unique selling proposition
- The big dream
- The business model (how to earn money from the brand)
- The brand itself and the identity system
- The strategy to reach the dream state
- The marketing strategy and operational steps (website, social channels, monetization,...)
- The outlook.

After this introduction, all students discuss the brand (**45min**) and give detailed feedback on

how to improve the brand.

- ➔ **Discussant**: Each student will **protocol all feedback and write a seminar thesis about another student's brand**, the core ideas and how to improve that focal brand with marketing and branding strategies.

**Objectives:**

(1) Introduction to the seminar
(2) Presentation of max. 6 personal brands
(3) Discussion

### M2: Second Workshop

**Outline:**

In this second meeting, we'll follow the path of the first day and 6 more students will introduce their brands.

In the workshop, each of the 6 other participating students, who didn't present on day 1, will introduce their own personal brand by introducing us in **15min** about:

- The history of the brand
- The core idea and unique selling proposition
- The big dream
- The business model (how to earn money from the brand)
- The brand itself and the identity system
- The strategy to reach the dream state
- The marketing strategy and operational steps (website, social channels, monetization,...)
- The outlook.

After this introduction, all students discuss the brand (**45min**) and give detailed feedback on how to improve the brand.

- ➔ **Discussant**: Each student will **protocol all feedback and write a seminar thesis about another student's brand**, the core ideas and how to improve that focal brand with marketing and branding strategies.

**Objectives:**

(1) Introduction to the seminar
(2) Presentation of max. 6 personal brands
(3) Discussion

### Individual Mentoring

**Outline:**

About four-six weeks after the initial kick-off presentations, we'll invite you to your personalized mentoring sessions (1h each) with your instructors and your discussant. Within this 1h you can ask all your questions and get many questions back to streamline your brand presence. Within class, we'll communicate the dates and then ask you to arrange individual appointments.

There are no requirements for these meetings with the exception to be well prepared. You may use the "Personal Branding Canvas", the "Communication Matrix Canvas", and "Personal Business Model Canvas" to simplify your thoughts.

### M3: Third Meeting (mid-term)

**Outline:**

In the third meeting, the protocolling student will introduce her/his ideas on how to improve the focal student's personal brand with marketing and branding strategies (**7min**). In this presentation, we'd like to see:

- A wrap-up of the focal brand
- Its strengths and weaknesses
- Ideas and actionable steps for improvement.

**Objectives:**

(1) Introduction into actionable steps to improve the focal brands
(2) Outlook

### M4: Fourth Meeting (final)

**Outline:**

In this final meeting at the end of the FS semester, the focal students will present (**7min**) their personal brand again and show us,

- The brand itself and the identity system
- The strategy to reach the dream state
- The marketing strategy and operational steps (website, social channels, monetization,...)
- Achievements
- The outlook

**Objectives:**

(1) Before/after comparison of personal brand
(2) Concrete learnings and improvements are presented
(3) Outlook

## 4. EVALUATION

### Individual Report (60%)

Each student in the role as a discussant has to write a **report on another student's personal brand**, wrap-up the original idea, history, marketing and branding strategy, the brand identity system, but most importantly the feedback and insights on how to improve that brand. These recommendations are not only based on in-class discussions, but also enhanced with own ideas and thoughts. We evaluate:

- Completeness of report
- Thoughtfulness and actionability of improvements
- Overall quality of report

The written report has to be submitted up until **June 14, 2022** to *alex.mari@business.uzh.ch*. There are no restrictions on the report. You may work in a text document or in a slide document, both with illustrations.

### Presentation of Own Personal Brand (20%)

The own personal brand has to be presented in class. The content of this final presentation of the seminar is listed above in the corresponding meetings.

We evaluate:

- Completeness of presentation
- Clarity and path of the personal brand communicated
- Overall quality of message

### Participation in the Seminar (20%)

We'd like to create a very interactive environments, in which we all participate and openly share our ideas in a kind way.

We evaluate:

- Activity level
- Thoughtfulness
- Quality of participation

## 5. ACADEMIC FRAUD

Academic fraud is an act by a student, which may result in a false academic evaluation of that student or of another student. The Honor Code of the University of Zurich applies to all work in this course and will be strictly enforced. The intent of the Honor Code in this course is to ensure that each student claims and receives credits for his/her own efforts. Violations to this are considered academic fraud.

## 6. ADMINISTRATIVE COMMENTS

### 6.1 Students with Disabilities

Any student with a documented disability needing academic adjustment or accommodations is requested to speak with the instructor of this course during the first day of the course. All discussion will remain confidential. Students with disabilities will need to also contact the directors of the school.

### 6.2 Registration Cards

Registration cards will be handed out at the beginning of the course. Students will be asked to add a recent profile picture and some personal information. The information is kept confidential and is only accessible to our team. We will need this information to learn the students' names by pictures and for administrative reasons. Delivering these files is of course voluntary.

### 6.3 Name Plates

Name plates should be used regularly in class so that we can learn the students' names. Name plates will be handed out during the first day of the course.

### 6.4 Getting in Contact

Emails should be short and to the point. Before sending an email it should be clarified that email is the right medium for the question or concern at hand. Questions can also be asked at the beginning of or during lectures and exercises. Emails should be first sent to the TAs.

### 6.5 Class Dismissal

Students are asked to remain seated and attentive until class is dismissed by the lecturer or teaching assistant.

### 6.6 Sound-emitting Devices

It is expected that everybody turns off/mute all devices that emit sounds and noises that may interrupt the class (e.g., mobile phones, pagers, watch alarms). If an occasion arises, in which a student may need to receive a phone call, he or she has to inform the lecturer or teaching assistant before class.

### 6.7 Laptops and Calculators

Laptops, tablets, mobile phones, and programmable calculators are allowed in class if indicated by the lecturer or teaching assistant and as far as their usage supports the individual learning process. Otherwise they are not permitted.

### 6.8 Important Deadlines and Class Schedule

Important deadlines and the class schedule are communicated in the first lecture. If a student cannot participate in this lecture, it is his/her duty to obtain any relevant information.

***We are very much looking forward to meeting you in class!***