FLORIDA ATLANTIC UNIVERSITY

NEW COURSE PROPOSAL
Undergraduate Programs

Department Marketing

College of Business

*(To obtain a course number, contact **coursenumbers@fau.edu**)*

UUPC Approval 9-14-2026
UFS Approval _____
SCNS Submittal _____
Confirmed _____
Banner Posted _____
Catalog _____

Prefix MAR **Number** 4351	*(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)* **Lab Code**	**Type of Course** Lecture	**Course Title** Personal Branding MAR 4351
Credits *(See Definition of a Credit Hour)* 3 **Effective Date** *(TERM & YEAR)* Spring 2027	**Grading** *(Select One Option)* **Regular** ● **Sat/UnSat** ☐	**Course Description** *(Syllabus must be attached; see Template and Guidelines)* This course explores the fundamentals of personal branding, focusing on how to strategically communicate your brand through the right media, content, and messaging to achieve long-term goals.	

Prerequisites, with minimum grade*	**Corequisites**	**Registration Controls** *(Major, College, Level)*
MAR 3023		

Default minimum passing grade is D-. **Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course*

Writing Across Curriculum (WAC) Course	**General Education Requirement** *(Select One Option)*
☐ **Yes** ☑ **No** WAC criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines.	None General Education criteria must be indicated in the syllabus and approval attached to the proposal. See General Education Guidelines.

Minimum qualifications to teach course

N/A

Faculty Contact/Email/Phone	**List/Attach comments from departments affected by new course**
Cristina Stewart-Harfmann cstewartharfmann@fau.	

Approved by	***Date***
Department Chair _____	5/19/2026
College Curriculum Chair _____	Sept 2, 2026
College Dean _____	9-3-26
UUPC Chair _____	9-14-2026
Undergraduate Studies Dean _____	9-14-2026
UFS President _____	
Provost _____	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.



Personal Branding MAR 4351

MWF 11:00 – 11:50
3 credits

Semester, Year
Prof. XXXXX YYYYY
Office: XXXXXX
Office hours: MWF 11-12
Classroom: XXXX
Telephone: 561-297-XXXX
Email: zzzzz@fau.edu

TA name	xxxxxx xxxxxxxxx
Office	xxxxxxxx
Office hours	MWF xx:xx – xx:xx
Telephone	561-297-xxxx
Email	xxxxxx@fau.edu

Course Description

This course explores the fundamentals of personal branding, focusing on how to strategically communicate your brand through the right media, content, and messaging to achieve long-term goals.

Instructional Method

Could be In-Person, hybrid or fully online class.

Prerequisites/Corequisites

MAR 3023

Course Objectives/Student Learning Outcomes

Learning Objectives

- Identify and successfully employ the tools for creating and sustaining a successful personal brand
- Describe the foundations of personal branding
- Evaluate strategic communication tools used to achieve measurable results and help organizations achieve their objectives
- Identify media channels, best practices, strategies, challenges and opportunities to utilize for personal branding

- Discuss the unique benefits that new, interactive media that can be integrated for personal branding
- Illustrate the ethical, creative, and strategic dimensions of personal branding

Marketable Skills

- Personal branding is an essential part of marketing, public relations, and advertising. Some of the skills that you will be learning in this class that will be marketable as a job candidate in these areas include:
    - Writing
    - Research and evaluation
    - Strategic planning
    - Problem solving
    - Creative thinking and application
    - Mentorship
    - Digital media usage

Course Evaluation Method

- Attendance/Class Participation: 15%
- Assignments: 20%
- Quizzes: 15%
- Simternship: 20%
- Final Project: 30%

Assignments

There will be four assignments, each worth 5% of your grade.

Activities/Class Participation

An in-class activity will be part of each class period for class participation.

Quizzes

Every reading assignment from the "Personal Branding" digital textbook has an accompanying quiz. The quiz must be completed before class begins on the day the reading assignment is due.

Simternship

There are multiple tasks to complete in each round of the Stukent Personal Branding Simternship™.

Final Project

For the final project, you are to create a document with materials to include in your portfolio as well as a strategic plan for how you will market yourself to your industry.

There are several components to this project:

- Portfolio and Strategic Plan Document (15%)
- Presentation (10%)
- Peer Evaluation (5%) of your personal brand as communicated in a class presentation

Course Grading Scale

Letter Grade	Letter Grade
A	94 - 100%
A-	90 - 93%
B+	87 - 89%
B	83 - 86%
B-	80 - 82%
C+	77 - 79%
C	73 - 76%
C-	70 - 72%
D+	67 - 69%
D	63 - 66%
D-	60 - 62%
F	Below 60

Policy on Makeup Tests, Late Work, and Incompletes (if applicable)

For each day that an assignment is late you will lose 30% of the grade.

Special Course Requirements (if applicable)

State if any requirements are associated with the course, such as mandatory field trips or film viewings, special fees, or purchase of course-related materials.

Classroom Etiquette Policy (if applicable)

N/A

Policy on the Recording of Lectures

Because of a new Florida Statute in 2021, the following model language is suggested for inclusion in course syllabi, at the discretion of individual faculty:
Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as

part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Attendance Policy

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Artificial Intelligence Preamble

FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work. FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. [Policy 12.16 Artificial Intelligence].

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.
If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the Florida Atlantic Code of Academic Integrity, Regulation 4.001.

Proper Citation: *If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit https://fau.edu/ai/citation*

The use of AI to assist in work assigned in this specific course is permitted only for specific assignments as indicated by the instructor. Use must be properly documented and cited per instructor guidelines.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to http://www.fau.edu/counseling/

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

If your college has particular policies relating to cheating and plagiarism, state so here or provide a link to the full policy—but be sure the college policy does not conflict with the University Regulation.

Required Texts/Readings

- "Personal Branding" digital textbook

Supplementary/Recommended Readings

- Stukent Personal Branding Simternship™
- Other resources
    - Additional readings and materials will be assigned throughout the course of the semester by the instructor.
    - Highly recommend: Signing up for email newsletters from **both** Adweek and PR Daily
    - Sign up for MEOjobs newsletters for job and internship postings.
    - Students are expected to monitor the mass media daily for local, trade, national, and international news (traditional and social media) related to personal branding, which will be used in class discussions.

Course Topical Outline

Include a breakdown of topics covered (generally, by class day or by week), deadlines for course assignments/requirements, and dates of exams, quizzes, papers, and completion of readings. The *Provost's Policy and Procedure: Definitions of a Credit Hour* needs to be followed in developing out-of-class assignments.

Week	Course Topic	Assignments + Readings
1	Introduction to the Course Overview of the Final Project Chapter 1: What Is Personal Branding?	
2	Chapter 2: Perspectives on Personal Branding	Assignment #1 Due
3	Chapter 3: Building a Career on Personal Branding	
4	Chapter 4: Challenges	
5	Chapter 5: Finding Your Brand Voice and Presence	Assignment #2 Due Check in on Final Project Status
6	Chapter 6: Strategic Planning	
7	Chapter 7: Science and Art of Networking	Assignment #3 Due
8	Chapter 8: Relationships and Brand Partnerships	

9	Chapter 9: Ethics and Professionalism	Assignment #4 Due
10	Chapter 10: Measuring Success, Progress, and Improvements	
11	Chapter 11: Resumes, Portfolios, Interviews, and Future Directions	Simternship Exercises Due
12	Final course evaluations	Final Project is Due