Mktg 102: Creating & Marketing Your Personal Brand

MARKETING

This course teaches students how to put their best foot forward in today's competitive marketplace by crafting a clear personal image (brand) and then consistently conveying that image. Students will develop their personal brand and then examine the tools available to appropriately convey their message to different audiences upon graduation (e.g., social media, job interviews, networking events).

3 Credits

Prerequisites

- Freshman or Sophomore Classification Required

Instruction Type(s)

- Lecture: Lecture for Mktg 102

Subject Areas

- Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.