

## **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](#)

