



Exploring Your Potential™

Redefining Career Readiness



Course 3: Marketing Yourself

We're all in sales. We all have to sell ourselves every day. Especially when you're looking for internships, jobs, consulting projects or even launching a startup.



Course 3: Marketing Yourself

Table of Contents

Course 3 Description	2
Course 3 Pre-Survey.....	3
Module 1: Tell Your Story.....	4
Module 2: Recognize Opportunity	10
Module 3: Create Leverage and Negotiate.....	17
Module 4: Build Your Brand.....	23
Module 5: Manage Your Social Network.....	31
Module 6: Cultivate Professional Relationships	38
Course 3 Post-Survey.....	46



Course 3: Marketing Yourself

Course Description:

Marketing Yourself is a 6-module course that refines students' ability to present and leverage their personal brand while experiencing new opportunities for growth. Building on activities from Course 1 and 2, Course 3 immerses students in a variety of real-life experiences including volunteering, branding, and social networking to demonstrate who they are, where they want to go, and how they will get there. Time-on-task for course module completion is from 1 to 3 hours, per module.

Course Facilitation:

- Describe personal and professional attributes clearly in a consistent manner using sales and marketing strategies.
- Develop a personal brand that succinctly packages information gained from previous courses.
- Identify and interpret potential opportunities in a variety of social networks and adjust pitch to meet the changes.
- Evaluate and adapt communication behaviors to successfully and responsibly manage support networks.

Course 3 Instructional Modules:

1. Tell Your Story
2. Recognize Opportunity
3. Create Leverage and Negotiate
4. Build Your Brand
5. Manage Your Social Network
6. Cultivate Professional Relationships

Course 3 Assessment:

- Pre-Course Survey
- Module Assignments posted to My Portfolio and/or Module Quiz provided in the school's LMS
- Module Reflective Questions
- Post-Course Survey

Modifications

EYP courses have been designed to be used as either a standalone course or companion curriculum. The course is easily adaptable for the course facilitator to add content, projects, or assignments by using the school's learning management system (LMS) in either a fully online or blended learning environment. As a subject matter expert, you may deem it appropriate to create some of your own resources through instructor commentary. When used effectively, instructor commentary is a value-added piece you bring to the course as the expert. This is your opportunity to bring context to the content, drawing upon real-world examples, maybe from your own experiences, which helps to illustrate the concepts being covered in a particular module.



Course 3: Marketing Yourself

Course 3 Pre-Survey

1. How strongly do you agree with this statement? I am able to write an effective pitch presentation that can be adapted to various media.

Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree

2. How strongly do you agree with this statement? I understand how to continually shift my perspective in order to recognize new career opportunities.

Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree

3. How strongly do you agree with this statement? I am able to describe my unique skills and attitudes that set me apart from others.

Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree

4. How strongly do you agree with this statement? I understand the value I offer and am able to leverage that effectively when negotiating career and compensation.

Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree

5. How strongly do you agree with this statement? I can research social media to see how others are promoting themselves and use the best practices to build my identity.

Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree

6. How strongly do you agree with this statement? I can now evaluate major life decisions based on how they will affect my career path.

Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree



Course 3: Marketing Yourself

Learning Modules And Exercises:

Module 1: Tell Your Story

Opportunities do not only exist in position listings or project ventures; many take place in day-to-day networking. Knowing how to sell yourself across a range of possibilities is a skill. In Module 1: Tell Your Story, students expand on their pitch delivery and explore a variety of social settings to maximize opportunity potential. Through practical activities such as Spin Your Story, students adapt and apply personal sales strategies for social media, events, and conferences.

Expected Learning Outcomes:

- Identify changes in pitch presentations according to various social networks through critical questioning.
- Adapt language, approaches, and strategies when positioning career pitch.
- Apply alternative pitch presentations appropriately according to the current social network using a variety of methods including email, social media posts, video resume, and in-person.

Course 3, Module 1 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
What's Your Story?		The importance of creating your sound bite.	
Generations in the Workplace		Students learn about communication with the various generations in workplace today.	
How Comfortable Are You?	My Comfortability Assessment 1 & 2	A self-analysis of comfort levels in new or foreign situations.	
Crafting Your Story		EYP college correspondent Sam Pietsch talks about how important it is to meet new people and share your story with them.	
Be Your Best	My Top Strengths	Students learn the importance of showing their best attributes.	
Chance Encounters	How I Interact with People	A exercise about being proactive or passive with chance encounters.	
Advice from Industry Pros		Kat Eller Murray , public relations expert and owner of ROAM Communications, talks about the importance of relationships and public relations.	
We're All in Sales	How I Market Myself	Students learn that they have to "sell ourselves."	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	



Course 3: Marketing Yourself

Exercises:

My Comfortability Assessment 1 & 2

A self-analysis of comfort levels in new or foreign situations.

My Top Strengths:

Listing your top 5 strengths and how best to use them in the workplace.

How I Interact With People:

Students list and discover the ways they interact with people and how they might be able to improve.

How I market Myself:

Students craft answers on different ways they would communicate their passions and goals in varying situations.

Reflective Questions:

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement.

1. Imagine you're on the receiving end of your pitch. How compelling is it?

Response A: Not compelling at all **B:** Slightly compelling **C:** Compelling **D:** Very compelling

2. Do you feel like your interactions with various people will improve after this module?

Response A: No chance **B:** Very little chance **C:** Some chance **D:** Very good chance **E:** Definitely

3. Now that you have finished this module, how often are you going to make an effort to present yourself in a more interesting manner when meeting new people?

Response A: Not at all **B:** A little **C:** Sometimes **D:** Often **E:** All the time

4. Which activity in this module did you find most valuable?

Response A: My Comfortability Assessment 1 **B:** My Comfortability Assessment 2 **C:** My Top Strengths

D: How I Market Myself

5. WHY was the activity you selected the one that was most valuable to you?

Response A: It caused me to think differently about me and my situation.

B: It was easy to understand.

C: helped me understand and apply the concept.

D: I can see how this activity will be helpful to me and my situation.

E: Other (explain in next question answer field)

6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?

7. What did you learn about yourself through this module?

8. Is there anything else you'd like to share?



Course 3: Marketing Yourself

Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort

Assessment Quizzes:

Introduction

1. Almost every successful person knows how to passionately and effectively share their _____.
 Response A: lunch, Response B: knowledge, Response C: experiences, Response D: story,
 Correct Response: D
2. From the beginning of time _____ is how we best communicate with one another.
 Response A: yelling, Response B: sign language, Response C: story telling, Response D: body language,
 Correct Response: C
3. You could miss out on a lot of great opportunities in your professional and personal life if you don't have an interesting _____ ready when someone asks about you.
 Response A: equation, Response B: sound bite, Response C: thought, Response D: theory,
 Correct Response: B
4. Which is not a term related to a particular generation?.
 Response A: Baby Boomers, Response B: Generation X, Response C: Millennials, Response D: Generation V,
 Correct Response: D
5. You should always know who you are speaking with and what their _____.
 Response A: values are, Response B: address is, Response C: job is, Response D: sign is,
 Correct Response: A



Course 3: Marketing Yourself

How Comfortable Are You?

1. It is critical that you feel comfortable with the story you have to tell for a number of reasons.

One being, _____.

Response A: people will not believe you if you don't feel comfortable, **Response B:** it gives you a sense of superiority, **Response C:** it helps you define who you are, **Response D:** you don't have to memorize someone else's story, **Correct Response:** C

2. When you open up and share your dreams, others are often willing to _____.

Response A: share in your dreams, **Response B:** help get you there, **Response C:** lend you money to pursue your dreams, **Response D:** give you a job, **Correct Response:** B

3. A good source for honest feedback on your introduction is _____ and _____.

Response A: your boss; your parents, **Response B:** Ben; Jerry, **Response C:** friends; family, **Response D:** colleagues at work; previous boss, **Correct Response:** C

4. Even if you are naturally outgoing you need to make sure that your encounters are impactful and _____.

Response A: memorable, **Response B:** substantial, **Response C:** shocking, **Response D:** insignificant, **Correct Response:** B

Crafting Your Story

1. Sam Pietsch is a _____ in college.

Response A: senior, **Response B:** freshman, **Response C:** junior, **Response D:** sophomore, **Correct Response:** A

2. According to Sam Pietsch the problem in telling your story is that there is _____.

Response A: not enough information, **Response B:** too much information, **Response C:** not many people will be interested, **Response D:** always things that you miss, **Correct Response:** B

3. What kind of opportunities are you missing out on if you are avoiding people?

Response A: employment opportunities, **Response B:** networking opportunities, **Response C:** volunteer opportunities, **Response D:** opportunities of every kind, **Correct Response:** D

Be Your Best

1. Which one of these would not be considered a strength?

Response A: Being a problem solver, **Response B:** Having a sense of humor, **Response C:** Being generous and kind, **Response D:** Being indecisive, **Correct Response:** D

2. Learning to play up your assets and mitigate your weaknesses is a skill that takes _____.

Response A: patience, **Response B:** persistence, **Response C:** practice, **Response D:** presence, **Correct Response:** C

3. We all feel inadequate sometimes.

Response A: TRUE, **Response B:** FALSE, **Correct Response:** A



Course 3: Marketing Yourself

Chance Encounters

1. If you approach someone that looks potentially interesting you are considered to be _____.
Response A: passive, Response B: introverted, Response C: proactive, Response D: a stalker, Correct Response: C
2. Your appearance, demeanor, personality, gestures, facial expressions all send _____.
Response A: signs, Response B: good vibes, Response C: signals, Response D: warnings, Correct Response: C
3. Which is not a way of connecting with unfamiliar people?
Response A: Smiling, Response B: Laughing, Response C: Making eye contact, Response D: Scanning the room to see who looks friendly, Correct Response: B
4. The most powerful tool we have in communicating with the world is our _____.
Response A: face, Response B: voice, Response C: handshake, Response D: smile, Correct Response: D

Advice From Industry Pros

1. Prior to starting her own business, Kat Eller Murray was a manager of global communications and public affairs at _____.
Response A: Google, Response B: Apple, Response C: Intel, Response D: Amazon, Correct Response: A
2. According to Kat Eller Murray, establishing credibility with people can be _____.
Response A: a game changer, Response B: fun, Response C: challenging, Response D: a breeze, Correct Response: C

We're All in Sales

1. Whether we realize it or not, we're all in _____.
Response A: sales, Response B: trouble, Response C: shape, Response D: for the long haul, Correct Response: A
2. The best sales tactic is to know how to sell yourself without sounding like _____.
Response A: you're bragging, Response B: your selling yourself, Response C: you're arrogant, Response D: you're smarter than everyone else, Correct Response: B
3. It is important to know how to speak _____ to different people.
Response A: many languages, Response B: carefully, Response C: differently, Response D: with confidence, Correct Response: C
4. One of the lessons in this course is to learn how to present yourself in a _____ but proactive way.
Response A: flattering, Response B: upbeat, Response C: positive, Response D: genuine, Correct Response: D



Course 3: Marketing Yourself

Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project

Table of Module 1 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young & Successful</i>		Today's economy is built on storytelling. Jen talks about how to use your story to set yourself apart from the crowd, building on the Course 1 exercises of understanding who you are.
C3/M1	Crafting Your Story	Sam Pietsch	EYP Ventures college correspondent	Higher Education	EYP Ventures college correspondent Sam talks about how important it is to share your story with new people you meet. It may be uncomfortable or awkward, especially if you're new to work or more introverted, but to capture opportunities you have to put yourself out there.
C2/M1	Advice from Industry Pros	Kat Eller Murray	Public relations expert and owner of ROAM Communications	Public Relations	Public relations expert and owner of ROAM Communications talks about the importance of building strong relationships. She also discusses the advantages of telling a strong story about yourself in order to stand out above the rest.



Course 3: Marketing Yourself

Module 2: Recognize Opportunity

Recognize Opportunity assists students in identifying the key elements of a work culture that cultivates their potential and supports them in fulfilling their career goals. By investigating values that are important to both the student and the company, strategies can align and foster successful work relationships to optimize productivity. Building on previous course modules, students will locate potential employers, learn about company culture, and sculpt opportunities to tell their story.

Expected Learning Outcomes:

- Describe and locate personal and professional career values that align with prospective career opportunities through reflective thinking and list building.
- Propose and manage opportunities to connect with like-minded companies or organizations through communication strategies such as lead generation and networking.

Course 3, Module 2 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
Move Beyond Your Comfort Zone		Moving out of your comfort zone is one of the keys to having more opportunities.	
Advice from Industry Pros		Lilly Kam , director of Will.i.am of the Black Eyed Peas' STEM programs at the i.am.angel Foundation, talks about how they teach disadvantaged kids to code.	
Opportunity Is a Matter of Perspective		Once you change your perspective, you will start to see the world in new ways.	
From Perspective to Preferences	Discovering My Preferences	Students learn how attitudes, filters, exposure/experiences, and geography help shape their perspective and preferences.	
Stockpiling Opportunities	Stockpiling My Opportunities	Students focus on the opportunities that they can tap into.	
Advice from Industry Pros		Paula Fellbaum , vice president, and head of HR and administrative operations at Nexon America, talks about recognizing opportunities within one of the country's biggest gaming companies.	
Adopt a Global Perspective	Problems I want to Help Solve.	Students learn the importance of helping themselves while helping the world.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	



Course 3: Marketing Yourself

Exercises:

Discovering My Preferences:

Students learn to make choices that are more in alignment with their goals.

Stockpiling My Opportunities:

Students focus on tiers of opportunities that they can tap into. existing basic skills, refined skills, and crafting future expertise.

Problems I want to Help Solve:

Students learn the importance of helping themselves while helping the world.

Reflective Questions:

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement.

1. How clear are you about what type of work environment suits you best?

Response A: Confused B: Less clear C: No change D: More clear E: Very clear

2. Are you starting to see opportunities around you more easily?

Response A: Not at all B: A little bit C: No change D: Somewhat E: Very much so

3. To what degree will you be able to use this method of recognizing opportunities as you move forward in life?

Response A: Not at all B: A little bit C: No change D: Somewhat E: Very much

4. Which activity in this module did you find most valuable?

Response A: Discovering My Preferences B: Stockpiling My Opportunities
C: My Ideas for the UN's Sustainable Development Goals

5. WHY was the activity you selected the one that was most valuable to you?

Response A: It caused me to think differently about me and my situation.
B: It was easy to understand.
C: helped me understand and apply the concept.
D: I can see how this activity will be helpful to me and my situation.
E: Other (explain in next question answer field)

6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?

7. What did you learn about yourself through this module?

8. Is there anything else you'd like to share?



Course 3: Marketing Yourself

Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort

Assessment Quizzes:

Introduction

1. Successful people see opportunity _____.

Response A: in front of them, **Response B:** behind every door, **Response C:** everywhere, **Response D:** on the horizon, **Correct Response:** C

2. To ensure that you always have different options you should _____.

Response A: look for opportunities, **Response B:** stockpile opportunities, **Response C:** focus on one main opportunity, **Response D:** forget opportunities, **Correct Response:** B

3. Which one of these responses is not a winning combination that will profoundly effect your perspectives and how others see you?

Response A: Having a positive attitude, **Response B:** Clearly articulating what you are interested in doing, **Response C:** Having a great deal of connections, **Response D:** Engaging thoughtfully with people, **Correct Response:** C

4. Successful people collaborate with the people that they _____ and _____.

Response A: know; love, **Response B:** envy; despise, **Response C:** like; appreciate, **Response D:** trust; respect, **Correct Response:** D



Course 3: Marketing Yourself

Move Beyond Your Comfort Zone

1. When you open yourself up to new things you will broaden your perspective and dramatically alter your experience and _____ in the world.

Response A: opportunities, Response B: place, Response C: impact, Response D: destiny,
Correct Response: A

2. Very often, your comfort zone is simply a set of _____ you've had about the world.

Response A: values, Response B: experiences, Response C: beliefs, Response D: thoughts,
Correct Response: C

Advice from Industry Pros

1. Will.i.am of the Black Eyed Peas is a _____.

Response A: gourmet cook, Response B: science geek, Response C: devout reader, Response D: ballet dancer,
Correct Response: B

2. According to Lilly Kam, everything that we use these days is fueled by _____.

Response A: coal, Response B: technology, Response C: science, Response D: fossil fuel,
Correct Response: B

3. Lilly Kam talks about her family from _____.

Response A: Japan, Response B: Vietnam, Response C: Thailand, Response D: China,
Correct Response: D

Opportunity Is a Matter of Perspective

1. When you are able to change how you see the world, _____.

Response A: the world around you changes, Response B: you know where you are headed in life,
Response C: you can change your direction, Response D: you can stay the course with your future,
Correct Response: A

2. When you start rerouting your negative thoughts to more positive ones, _____.

Response A: you gain more friends, Response B: more job offers come your way, Response C: you are more excited about life, Response D: more positive things begin to happen,
Correct Response: D

3. When you push yourself to go beyond your comfort zone, you _____.

Response A: are uncomfortable, Response B: gain confidence, Response C: become introverted, Response D: are exhausted,
Correct Response: B

4. It is possible to reverse the flow of having to chase opportunities.

Response A: TRUE, Response B: FALSE, Correct Response: A

5. Which of these does not help form the person you are?

Response A: Where you come from, Response B: What experiences you've had, Response C: What you've been exposed to, Response D: What's on TV, Correct Response: D



Course 3: Marketing Yourself

6. Which of these is not a big influencer of who you currently are?

Response A: Marital Status, Response B: Geography, Response C: Filters, Response D: Attitudes,
Correct Response: A

7. Your attitude will impact how you receive new opportunities.

Response A: TRUE, Response B: FALSE, Correct Response: A

8. Which is not a concern that you may have in evaluating new opportunities?

Response A: How much things costs, Response B: How you're spending your time, Response C: How things might disrupt your current work life, Response D: Winning the lottery, Correct Response: D

Stockpiling Opportunities

1. A good foundation means always having access to _____.

Response A: a reliable car, Response B: your parents home, Response C: work opportunities,
Response D: money, Correct Response: C

2. The one thing that you can count on is that plans often_____.

Response A: go wrong, Response B: change, Response C: are delayed, Response D: evaporate,
Correct Response: B

3. One of the best ways to maintain control of your own circumstances is to _____.

Response A: start your own business, Response B: get your PhD, Response C: invest wisely, Response D:
stockpile opportunities, Correct Response: D

4. Successful people always have _____ and _____.

Response A: backup plans; options, Response B: time; money, Response C: friends; family, Response D: cars;
nice house, Correct Response: A

5. Which one of these will not prepare you for opportunities coming your way?

Response A: Having some basic skills , Response B: Knowing what your are good at, Response C: Knowing
what your credit score is, Response D: Aspiring to acquire more skills of the future, Correct Response: C

Advice from Industry Pros

1. Paula Fallbaum mentions in Advice from Industry Pros that her company, Nexon has over _____ employees.

Response A: 1200, Response B: 5000, Response C: 20000, Response D: 250, Correct Response: B



Course 3: Marketing Yourself

Adopt a Global Perspective

1. If you haven't yet had the opportunity to travel, engage in other cultures, or experience things and people beyond your comfort zone _____.

Response A: make an effort to do so, **Response B:** don't do so unless you have a specific destination in mind, **Response C:** it is best to remain in your safe environment, **Response D:** talk to others that have, **Correct Response:** A

2. By working with a cross-cultural team you will learn a lot by working on a variety of _____ and social issues.

Response A: sports, **Response B:** political, **Response C:** financial , **Response D:** business, **Correct Response:** D

Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project



Course 3: Marketing Yourself

Table of Module 2 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young & Successful</i>		The more opportunities you have, the more chances of success. Jen shares some unexpected ways to cultivate an opportunity-oriented mindset in today's global workplace.
C3/M2	Advice from Industry Pros	Lilly Kam	Director of Will.i.am of the Black Eyed Peas' STEM programs at the i.am. angel Foundation	Technology	Lilly never dreamed she'd work for international celebrity will.i.am of the Black Eyed Peas, let alone run his STEM foundation. Here she talks about stepping out of your comfort zone, presenting yourself as talent, and cultivating extraordinary opportunities.
C3/M2	Advice from Industry Pros	Paula Fellbaum	Vice president, and head of HR and administrative operations at Nexon America	Human Resources	After leading human resources, recruiting, and administration for a few major entertainment and gaming companies, Paula knows a lot about recognizing opportunities. She has worked around the globe, in North America, Europe, and Asia, supporting and coaching thousands through their careers. Working with engineers, coders, and creatives, she has an appreciation for diversity and what makes individuals unique. She talks about how to structure the platform on which your whole career stands—your ethics, competencies, technical skills, and leadership ability—and how to leverage all of that to find the best possible opportunities at any stage of your professional development.



Course 3: Marketing Yourself

Module 3: Create Leverage and Negotiate

Create Leverage and Negotiate students hone in on their value proposition as directly related to the level of competition in their field. Measurement and expansion exercises such as Plotting Your Leverage support students in pinpointing the intersection of skills, creditability, and demand, providing insight into mapping career pathways. Students will also seek out new experiences for building leverage, including volunteer opportunities and internships.

Expected Learning Outcomes:

- Compare and contrast value proposition with industry demand and competition through linear and non-linear measurement.
- Calculate and position skills to acquire new opportunities for growth and develop increased leverage through volunteer and internship experiences.

Course 3, Module 3 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
Maximizing Your Value	Maximizing My Value	Students learn what employers and clients really value.	
Leverage	Assessing My Value + Leverage	Students self-assess their skills.	
Negotiate		Learning to negotiate.	
Money Matters	My Money Matters	Students research what they should be paid.	
Advice from Industry Pros		Nishen Radia , co-founder and managing partner of the investment banking firm FocalPoint Partners, shares his knowledge regarding mergers and acquisitions, corporate finance, valuation, and strategic advising.	
Go for Win-Win	My Negotiation Rehearsal	Negotiation activity based on a real-life situation.	
Advice from Industry Pros		Paul Eskenazi , chief financial officer of Beats by Dr. Dre, shares his expertise in strategic and financial planning and shows how to leverage and negotiate important deals.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	



Course 3: Marketing Yourself

Exercises:

Maximizing My Value:

Students learn what employers and clients really value.

Assessing My Value + Leverage:

Students self-assess their skills.

My Money Matters:

Students research what they should be paid.

My Negotiation Rehearsal:

Negotiation activity based on a real-life situation.

Reflective Questions:

A survey used to collect feedback at the end of each module to help ensure continuous course improvement.

1. How capable do you feel among the competition in your industry?

Response A: Totally incapable **B:** Somewhat capable **C:** Capable **D:** More capable **E:** Very capable

2. Being clear about your value in the marketplace will give you more leverage in future negotiations. How clear do you feel about your value after completing this module?

Response A: Totally unclear **B:** Somewhat clear **C:** No change **D:** More clear **E:** Very clear

3. How comfortable are you in negotiating your next opportunity?

Response A: Very uncomfortable **B:** Uncomfortable **C:** No change **D:** Somewhat comfortable
E: Very comfortable

4. Which activity in this module did you find most valuable?

Response A: Maximizing My Value **B:** My Money Matters **C:** My Negotiation Rehearsal

5. WHY was the activity you selected the one that was most valuable to you?

Response A: It caused me to think differently about me and my situation.
B: It was easy to understand.
C: helped me understand and apply the concept.
D: I can see how this activity will be helpful to me and my situation.
E: Other (explain in next question answer field)

6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?

7. What did you learn about yourself through this module?

8. Is there anything else you'd like to share?



Course 3: Marketing Yourself

Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort

Assessment Quizzes:

Introduction

1. When you build leverage you can use it _____.

Response A: on your resume, **Response B:** to negotiate, **Response C:** to your advantage, **Response D:** to succeed, **Correct Response:** B

2. Which of these responses does not bring value to a future employer?

Response A: Making or saving them money, **Response B:** Solving problems, **Response C:** Building special expertise, **Response D:** Focusing on your career growth, **Correct Response:** D

3. Unlike in the past, today money does not matter in our society.

Response A: TRUE, **Response B:** FALSE, **Correct Response:** B

Maximizing Your Value

1. The key to creating leverage and being able to successfully negotiate is _____.

Response A: knowing what you bring to any situation, **Response B:** knowing what you are negotiating for, **Response C:** knowing who you are negotiating with, **Response D:** knowing when to back off, **Correct Response:** A



Course 3: Marketing Yourself

2. Which one of these does not improve your value as talent?

Response A: Being a better alternative, **Response B:** Reflecting well on others, **Response C:** Contributing cultural expertise, **Response D:** Being knowledgeable about social events and trends,
Correct Response: D

Leverage

1. In business leverage is all about who has the options, the power, and _____.

Response A: the finances to make it happen, **Response B:** the connections to influence, **Response C:** control over many situations, **Response D:** the stamina to fight, **Correct Response:** C

2. Which is not an example of a situation that you would be negotiating?

Response A: Buying a car, **Response B:** Accepting a job offer, **Response C:** Relationship discussion, **Response D:** Death, **Correct Response:** D

3. Which is not a big leverage point?

Response A: Skills, **Response B:** Debt, **Response C:** Talents, **Response D:** Strength, **Correct Response:** B

Negotiate

1. Which one of these requires no negotiation?

Response A: Pushing and shoving, **Response B:** Buying and selling, **Response C:** Giving and taking, **Response D:** Asking and receiving, **Correct Response:** A

2. Many people find negotiating to be _____.

Response A: easy, **Response B:** a waste of time, **Response C:** uncomfortable, **Response D:** impossible, **Correct Response:** C

3. The best negotiators are _____.

Response A: those who have people to help them, **Response B:** those who persist about getting their position agreed to, **Response C:** those who are not willing to budge, **Response D:** those who have been around business a long time, **Correct Response:** D

4. In a negotiation, it is important to be able to clearly _____.

Response A: see what the other person wants, **Response B:** ask for what you want, **Response C:** know what the turn out will be, **Response D:** dictate your demands, **Correct Response:** B

Money Matters

1. Money is a difficult topic.

Response A: TRUE., **Response B:** FALSE, **Correct Response:** A

2. To function more easily in the world, you need to be able to do what with money?

Response A: earn it, count it and spend it, **Response B:** earn it, save it and invest it, **Response C:** make it, manage it, and work it, **Response D:** make it, gamble it and leverage it, **Correct Response:** C



Course 3: Marketing Yourself

3. When you are clear on how much your talents are worth in the marketplace, _____.

Response A: you can demand a higher salary, **Response B:** you can use that as leverage to negotiate in your favor, **Response C:** you can dictate the terms of an agreement, **Response D:** you can choose who you work for, **Correct Response:** B

Advice from the Pros

1. Nishen Radia's client base is made up primarily of _____.

Response A: health care workers, **Response B:** industry executives, **Response C:** entrepreneurs, **Response D:** hospitality investors, **Correct Response:** C

2. According to Nishen Radia sometimes in life the best decisions happen _____.

Response A: when least expected, **Response B:** when someone else makes them, **Response C:** after a lot of bad ones, **Response D:** by accident, **Correct Response:** D

3. Based on Nishen Radia's experience he states that if you are not happy with what you are doing _____.

Response A: you are not going to be good at it, **Response B:** move on to something else, **Response C:** see if others around are unhappy too, **Response D:** hope that things will change, **Correct Response:** A

Go for Win-Win

1. Regardless of how successful you become or how high you climb, strive to maintain _____.

Response A: a positive attitude, **Response B:** a strong set of values, **Response C:** your sanity, **Response D:** control, **Correct Response:** B

2. Be a good person by treating people fairly and making _____.

Response A: a lot of money, **Response B:** good friends, **Response C:** good deals, **Response D:** sense of it all, **Correct Response:** C

3. Whoever is willing to walk away has the most _____.

Response A: to lose, **Response B:** to win, **Response C:** talent, **Response D:** leverage, **Correct Response:** D

Advice from the Pros

1. Paul Eskenazi's former position was as CFO at _____.

Response A: Apple Computing, **Response B:** Uber, **Response C:** The Jim Henson Company, **Response D:** Bacardi, **Correct Response:** C

2. Paul Eskenazi has been successful in negotiating because he _____ from the other party.

Response A: shares information and gets information, **Response B:** strategically squeezes information, **Response C:** gets advice, **Response D:** takes direction, **Correct Response:** A

3. According to Paul Eskenazi when you love your work _____.

Response A: you never actually work a day in your life, **Response B:** it shows, **Response C:** every day is a party, **Response D:** it allows you to get through the tough times, **Correct Response:** D



Course 3: Marketing Yourself

4. Paul Eskenazi states that _____ makes you succeed at all levels.

Response A: confidence, Response B: happiness, Response C: education, Response D: attitude,
Correct Response: B

Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project

Table of Module 3 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young & Successful</i>		Jen shows you why understanding how to create leverage and negotiate could well be the difference between a job you like and a job you love, and explains why you need to start with getting clear on your value.
C3/M3	Advice from Industry Pros	Nishen Radia	Co-founder and managing partner of the investment banking firm Focal-Point Partners	Finance	Nishen shares his knowledge regarding mergers and acquisitions, corporate finance, valuation, and strategic advising for high-growth entrepreneurial firms.
C3/M3	Advice from Industry Pros	Paul Eskenazi	Chief Financial Officer of Beats by Dr. Dre	Finance	Paul shares his expertise in strategic and financial planning and shows how to leverage and negotiate important deals.



Course 3: Marketing Yourself

Module 4: Build Your Brand

Build Your Brand guides students through the process of communicating leverage in a clear, concise, and consistent message. In Module 4, students participate in self-reflection exercises to aggregate key adjectives that describe their unique skill sets and attitudes. Through creative practices such as color-coding and compositional arrangement, students develop a package of words and phrases that brand who they are.

Expected Learning Outcomes:

- List key words and phrases that summarize and define a specific set of skills and talents through composition games.
- Identify as a brand and consider personal marketing strategies including leveraging analysis.
- Formulate a package of keywords and phrases into descriptions to be shared on social media including Twitter and LinkedIn.



Course 3: Marketing Yourself

Course 3, Module 4 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
What is Branding?		Students will learn what a brand is and why it is significant.	
You Are a Brand	How Others Perceive Me Word cloud #1 How I Would Like to be Perceived Word cloud #2 Comparing Perceptions	Exercises to bring clarity to how students are viewed by the rest of the world, and how they would like to be viewed.	
Advice from Industry Pros		Nancy Mamann , global marketing leader, shares some of her secrets on how she has helped big name-brand clients all over the world become as visible as they are today.	
Conduct a Brand Audit	My Brand Audit	Students assess how they are seen by others.	
Be Interesting	Ways I am Interesting	Students develop the most interesting version of themselves.	
How to Reinvent Yourself		Students show up in whatever way feels best for them.	
Advice from Industry Pros		Lauren Berger , CEO and founder of InternQueen.com, talks about the benefits and opportunities of unique internships.	
Branding Assessment and Strategy	My Branding Assessment + Strategy	Students create a branding strategy and plan.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	



Course 3: Marketing Yourself

Exercises:

How Others Perceive Me:

Upload Word Cloud #1

How I Would Like to be Perceived:

Upload Word Cloud #2

Comparing Perceptions

Exercises to bring clarity to how students are viewed by the rest of the world, and how they would like to be viewed. Students list and create two word clouds one based on how others perceive them and one based on how they perceive themselves then compare the two.

My Brand Audit:

Students assess how they are seen by others.

Ways I am Interesting:

Students develop the most interesting version of themselves.

My Branding Assessment and Strategy:

Students create a branding strategy and plan for themselves.

How to Reinvent Yourself:

Students show up in whatever way feels best for them.

Reflective Questions:

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement.

1. Have you ever considered yourself as a brand before this module?

Response A: Not at all **B:** In some ways **C:** Yes

2. After this module, are you seeing yourself in a new context?

Response A: Not at all **B:** A little bit **C:** No change **D:** Somewhat **E:** Very much so

3. How much more confident do you feel in what you have to offer prospective employers?

Response A: Completely lacking **B:** Slightly less confident **C:** Same **D:** More confident
E: Much more confident

4. Which activity in this module did you find most valuable?

Response A: Comparing Perceptions (both word cloud activities) **B:** My Brand Audit
C: Ways I Am Interesting **D:** Brand Assessment + Strategy



Course 3: Marketing Yourself

5. WHY was the activity you selected the one that was most valuable to you?

Response A: It caused me to think differently about me and my situation.

B: It was easy to understand.

C: helped me understand and apply the concept.

D: I can see how this activity will be helpful to me and my situation.

E: Other (explain in next question answer field)

6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?

7. What did you learn about yourself through this module?

8. Is there anything else you'd like to share?

Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort

Assessment Quizzes:

Introduction

1. In the introduction video, Jen suggests thinking of yourself like a _____ when it comes to developing your brand.

Response A: product on a shelf, **Response B:** resume, **Response C:** person you admire, **Response D:** professional portfolio, **Correct Response:** A



Course 3: Marketing Yourself

2. Why is the talent pool a lot like a store?

Response A: All the products on the shelf are essentially the same, **Response B:** You're one of many other people looking for work & opportunity, **Response C:** Just like at a store, quality and price vary, **Response D:** Because you get what you pay for, **Correct Response:** B

3. In the introduction video, why does Jen say it is important to sync your intentions with your aspirations?

Response A: So that you understand your own intentions, **Response B:** To achieve your career goals, **Response C:** To ensure you give off the right perceptions to potential employers, **Response D:** To help you create a vision board that aligns with your goals, **Correct Response:** C

4. Why should you develop a brand for yourself?

Response A: To ensure you stand out in a crowd, **Response B:** To help you get a better starting salary, **Response C:** To show you know who you are, **Response D:** To help you get faster upwards mobility in a corporation, **Correct Response:** A

What is Branding?

1. Branding is a form of _____.

Response A: selling, **Response B:** design, **Response C:** marketing, **Response D:** partnership, **Correct Response:** C

2. In business, branding is the _____ of a product or service that consumers connect with by identifying the name, logo or slogan of a company.

Response A: theme, **Response B:** image, **Response C:** solution, **Response D:** media kit, **Correct Response:** B

3. What are examples of physical elements that can portray a brand?

Response A: Business cards, websites, logos, **Response B:** A brand's values, **Response C:** Their mission statement, **Response D:** Corporate dress, company cars, expense accounts, **Correct Response:** A

You are a Brand

1. Even by doing nothing, you leave an impression on others.

Response A: TRUE, **Response B:** FALSE, **Correct Response:** A

2. The impression people have of you most impacts_____.

Response A: your reputation and how people define you, **Response B:** your future income potential, **Response C:** your ability to gain job interviews, **Response D:** if you will be successful, **Correct Response:** A

3. Why is the key to successful branding an individual responsibility?

Response A: If you don't take responsibility for it someone else will, **Response B:** Because you can influence others' gut feelings toward you, **Response C:** Because it is your job to ensure your positive attributes shine through all other impressions people may have, **Response D:** So you can make sure people always respond positively to you, **Correct Response:** C



Course 3: Marketing Yourself

Advice from Industry Pros

1. In “Advice from Industry Pros”, Nancy Mamann is a global marketing leader focused on the following industries:

Response A: Health, fitness, **Response B:** Financial, media, housing, **Response C:** Cosmetic, senior care, **Response D:** Fashion, footwear, lifestyle, **Correct Response:** D

2. In “Advice from Industry Pros”, how does Nancy Mamann define an elevator pitch?

Response A: A 15 second soundbite that establishes who you are, **Response B:** The way infomercials sell products, **Response C:** The speech you give college advisors so they understand your career goals, **Response D:** An easy way to say a lot in a short amount of time, **Correct Response:** A

2. Where did Nancy Mamann start her career as a personal assistant to the company’s owners?

Response A: Nike, **Response B:** Guess, **Response C:** Maybelline, **Response D:** Kellogg, **Correct Response:** B

3. What does Nancy Mamann say is one of the most important tools at any stage of life?

Response A: Reading, **Response B:** Writing, **Response C:** Listening, **Response D:** Negotiating, **Correct Response:** C

Conduct a Brand Audit

1. Why is it suggested to do a personal and professional brand audit on yourself?

Response A: Things floating out in the world referencing you could be impacting you in ways you don’t realize, **Response B:** So you know where your resume is lacking, **Response C:** To make sure your goals are set up the way you prefer, **Response D:** To see how many positive responses you have on social media, **Correct Response:** A

2. How would you conduct a personal and professional brand audit on yourself?

Response A: Ask a friend how others perceive you, **Response B:** Analyze what the outside world can find out about you using online searches, **Response C:** Rate yourself on a sliding scale of your strengths and weaknesses, **Response D:** Design a logo that you can use on your website and business cards, **Correct Response:** B

Be Interesting

1. Why is it important to know how the world sees you in regards to a personal and professional brand audit?

Response A: To help you improve your resume and elevator pitch, **Response B:** So you can remove any untruths that have been posted online about you, **Response C:** To help explain why things can appear about you that you have no control over, **Response D:** It will be easier to create a well-crafted polished version of yourself you can be proud of, **Correct Response:** D

How to Reinvent Yourself

1. Keeping your integrity and doing what you say you’re going to do builds _____ and _____.

Response A: trust; reliability, **Response B:** contacts; resumes, **Response C:** rapport; sustainability, **Response D:** opportunities; knowledge, **Correct Response:** A



Course 3: Marketing Yourself

Advice from Industry Pros

1. In the second “Advice from Industry Pros”, Lauren Berger said she had this many internships while in college.

Response A: 4, **Response B:** 15, **Response C:** 2, **Response D:** 21, **Correct Response:** B

2. Lauren Berger is the CEO of _____.

Response A: Macy’s, **Response B:** InternQueen.com, **Response C:** match.com, **Response D:** Travelocity,
Correct Response: B

3. How does Lauren Berger suggest you conduct your professional and personal brand audit?

Response A: The Presidential Test, **Response B:** Hire a professional to do your audit, **Response C:** Take 2 weeks and do 5 online searches on yourself per day, **Response D:** Have a friend research you and compile his/her findings, **Correct Response:** A

Branding Assessment & Strategy

1. What is one way you can clean up something that doesn’t best represent you and your brand?

Response A: Start a new Facebook page and only allow real friends on it, **Response B:** Remove any co-workers on social media except LinkedIn, **Response C:** Ask friends or colleagues to remove any posts or pictures that are unflattering or may give the wrong impression, **Response D:** Have friends post positive messages on social media, **Correct Response:** C

2. What is one way to tell your story in a memorable, compelling style?

Response A: Have your friends and family write recommendations showcasing your best qualities, **Response B:** Create your own online content with a blog or website that reflects your style, **Response C:** Start a journal and share it with potential employers, **Response D:** Extend your elevator pitch by two minutes, **Correct Response:** B

3. What is a branding assessment?

Response A: A snapshot of where your branding currently is, **Response B:** The test given for all branding audits, **Response C:** How well you stand up to your closest competition, **Response D:** A thorough review of your marketing skills, **Correct Response:** A

4. Once you have your personal branding strategy, what is one way to put that information out there?

Response A: Go on your social media accounts and respond to posts so people will respond to yours, **Response B:** Start as many new social media accounts as you can manage, **Response C:** Proactively build positive references to yourself online that are easily searchable, **Response D:** Have your friends and colleagues link positive messages that trace back to you, **Correct Response:** C

Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project



Course 3: Marketing Yourself

Table of Module 4 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young & Successful</i>		Jen explains why thinking of yourself as a brand, from the inside out, helps to sync your aspirations and intentions with how others perceive you, as well as the power of reinvention.
C3/M4	Advice from Industry Pros	Nancy Mamann	Global marketing leader	Marketing	Nancy, an international marketing and branding expert, shares how she has helped big-brand clients all over the world become as recognizable as they are today. She provides invaluable insights on branding yourself, the art of storytelling, crafting your message, establishing your social media presence, and maximizing your value proposition.
C3/M4	Advice from Industry Pros	Lauren Berger	CEO and founder of InternQueen.com	Entrepreneur	After landing and successfully completing 15 different internships, the “Intern Queen” was born, and Lauren, capitalizing on her unusual experience, became a brand herself. Now founder of the leading information resource for internship seekers, Lauren explains the benefits of getting a wide range of experience to see what you like and what fits before setting off on any career path.



Course 3: Marketing Yourself

Module 5: Manage Your Social Network

Social media is a highly dynamic tool to locate, cultivate, and manage career opportunities. In Module 5, *Managing Your Social Network*, students learn about the impact of social media on their image and career trajectory. Powerful steps and critical questions lead students through a brand audit, investigating a variety of social bases including Google, Facebook, LinkedIn, and Twitter. Scaffolding from previous modules, students will rewrite social media bios to reflect their brand identity.

Expected Learning Outcomes:

- Analyze social media profiles to isolate positive and negative language and communication through research and critical questioning.
- Develop new language that is conducive to the current brand identity created from Module 4.
- Establish a brand identity on social media that is propagated powerfully through key descriptions, crafted posts, and dynamic imagery.

Course 3, Module 5 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
Your Online Presence		Students learn about having an online presence.	
Building Your Profiles		Students learn to create a solid, professional online profile for various social media platforms.	
Relationships Are Important		Topic Discussion	
Create Engaging Content	My Social Media	Students do a social media activity to create engaging content.	
Advice from Industry Pros		Ben Casnocha , tech entrepreneur, investor, speaker, and author, shares his expertise on how to handle the relationships with your inner circle as well as your acquaintances.	
Social Media Management	My Professional Social Media Profile	Students learn how to manage a social database.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	



Course 3: Marketing Yourself

Exercises:

My Social Media Activity:

Students learn about having an online presence.

My Professional Social Media Profile:

Students learn to create a solid, professional online profile for various social media platforms.

Reflective Questions:

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement.

1. After this module, how sensitive are you in regards to how you present yourself online?

Response A: Not at all **B:** Slightly less sensitive **C:** No change **D:** More sensitive **E:** Much more sensitive

2. Did you find that you would like to make improvements in your online profiles and presentation?

Response A: Not at all **B:** A little bit **C:** No change **D:** Some **E:** Very much so

3. How confident do you feel about attracting new visibility, audiences, and engagement on social media networks?

Response A: Not at all confident **B:** Less confident **C:** Same **D:** More confident

E: Much more confident

4. Which activity in this module did you find most valuable?

Response A: My Social Media Activity **B:** My Professional Social Media Profile

5. WHY was the activity you selected the one that was most valuable to you?

Response A: It caused me to think differently about me and my situation.

B: It was easy to understand.

C: helped me understand and apply the concept.

D: I can see how this activity will be helpful to me and my situation.

E: Other (explain in next question answer field)

6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?

7. What did you learn about yourself through this module?

8. Is there anything else you'd like to share?



Course 3: Marketing Yourself

Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort

Assessment Quizzes:

Introduction

- In the introduction video, where does Jen say is the first place people go today when they want to learn about you?
Response A: College transcripts, **Response B:** References, **Response C:** Social Media, **Response D:** Family/Friends, **Correct Response:** C
- In the introduction video, Jen says you need to be ____ when you position yourself online.
Response A: Engaging, **Response B:** Informative, **Response C:** Strategic, **Response D:** Knowledgeable, **Correct Response:** C
- Profiles set to private can never be found.
Response A: TRUE, **Response B:** FALSE, **Correct Response:** B
- In addition to crafting your social media presence, you also need to _____ it.
Response A: manage, **Response B:** overstate, **Response C:** adjust, **Response D:** understate, **Correct Response:** A
- At its core, social media is about creating and maintaining what?
Response A: profiles, **Response B:** relationships, **Response C:** references, **Response D:** contacts, **Correct Response:** B



Course 3: Marketing Yourself

Your Online Presence

1. Why is social media a necessary component of most businesses today?

Response A: Most businesses have online presence via websites, **Response B:** Because it is today's main form of communication, **Response C:** So they can track their likes and dislikes, **Response D:** It can set you up as an expert and give people a chance to get to know you, **Correct Response:** D

2. What's the result of being passive with your online presence?

Response A: People will only find whatever others have posted about you, **Response B:** It will ensure you don't have a negative brand audit because it limits the information available, **Response C:** You will appear more mysterious and appealing to potential employers, **Response D:** People will think negatively of you, **Correct Response:** A

3. According to Module 5, online identity can affect your relationships, credibility and _____.

Response A: earnings potential, **Response B:** opportunities, **Response C:** emotions, **Response D:** ability to meet new people, **Correct Response:** B

4. What happens on social media stays online forever.

Response A: TRUE, **Response B:** FALSE, **Correct Response:** A

5. Why should you be careful of posting online when you have strong emotions such as feeling depressed or confused?

Response A: It's okay to post when you have these emotions because it makes you seem authentic, **Response B:** Because you can make contacts angry or worried, **Response C:** It is important to always appear online that you are completely satisfied, happy and prosperous, **Response D:** You can give the impression you have low self esteem, **Correct Response:** D

6. Everything you post can impact how people see you, especially in terms of your what?

Response A: Personality, **Response B:** Enthusiasm, **Response C:** Character, **Response D:** Popularity, **Correct Response:** C

Building Your Profiles

1. According to Module 5 "Building Your Profiles", what is the first thing most of us do when we meet someone?

Response A: Put their contact in your phone, **Response B:** Look them up online, **Response C:** Take a screenshot of their picture, **Response D:** Try to commit their name to memory, **Correct Response:** B

2. What is one professional problem in avoiding any online presence?

Response A: You're staying out of sight for a reason, **Response B:** It makes it hard to know you before an interview, **Response C:** You will get invited to fewer events than your peers, **Response D:** People will forget who you are, **Correct Response:** A

3. When starting your profiles, what's a good professional consideration for choosing which platforms to use?

Response A: How many people use that platform, **Response B:** Which platforms are most commonly in your industry, **Response C:** Which platform is trending the most, **Response D:** The platform that can give you the most contacts, **Correct Response:** B



Course 3: Marketing Yourself

4. If you simply choose not to be on social media, what is one thing you need to be aware of?

Response A: You will be protecting yourself from hackers, **Response B:** You will need to print out extra resumes if you are not online, **Response C:** People are quick to come up with impressions both from what they see and don't see, **Response D:** It could affect salary negotiations with an organization,
Correct Response: C

5. Once you have your platforms selected, what type of photo should you use for your profile picture?

Response A: Funny, **Response B:** Serious, **Response C:** One that makes you look older,
Response D: Professional, **Correct Response:** D

Relationships are Important

1. Effective social media is all about _____.

Response A: relationships, **Response B:** earnings, **Response C:** job searching, **Response D:** popularity,
Correct Response: A

2. As you build your online relationships, make sure you're building this type of network.

Response A: Intelligent, **Response B:** Quality, **Response C:** Agreeable, **Response D:** Popular,
Correct Response: B

2. Regarding social media, when a conversation gets serious _____.

Response A: take it off social media and into a more private realm like phone or email, **Response B:** take the other person off your contact list, **Response C:** make sure you state your position so everyone understands it, **Response D:** you should make a joke so it's light again, **Correct Response:** A

Create Engaging Content

1. Creating online content is all about _____.

Response A: creativity, **Response B:** storytelling, **Response C:** persistence, **Response D:** professionalism,
Correct Response: B

Advice from Industry Pros

1. According to Ben Casnocha in "Advice from Industry Pros", why is our ability to connect limited even though we may have 1,000 followers?

Response A: It's not limited. You can just as easily stay connected with 1,000 people as 100., **Response B:** You can easily burn out from exhaustion trying to keep up that many relationships, **Response C:** We are only wired to truly know 5-10 people., **Response D:** Because we only have so much emotional capacity and time in the day, **Correct Response:** D

2. Ben Casnocha says the 2 groups to focus on in regards to your online network are _____.

Response A: friends and family, **Response B:** your true allies and acquaintances, **Response C:** former students and colleagues, **Response D:** former teachers and students, **Correct Response:** B



Course 3: Marketing Yourself

3. How many books has Ben Casnocha, the technology entrepreneur featured in “Advice from Industry Pros”, co-authored?

Response A: 3, Response B: 1, Response C: 5, Response D: 9, Correct Response: A

4. How many books has Ben Casnocha, the technology entrepreneur featured in “Advice from Industry Pros”, co-authored?

Response A: 3, Response B: 1, Response C: 5, Response D: 9, Correct Response: A

5. According to Ben Casnocha, who is more likely to help you find your next job opportunity?

Response A: Your closest allies, Response B: Family, Response C: Your broader acquaintances, Response D: Former teachers, Correct Response: B

Social Media Management

1. What is one suggested way in Module 5 to effectively manage your social media accounts?

Response A: Spend as much time as you can on each platform, Response B: Check your posts each hour, Response C: Link your accounts, Response D: Hire a professional to manage your accounts for you, Correct Response: C

Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project



Course 3: Marketing Yourself

Table of Module 5 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young & Successful</i>		Social media can do incredible good to your career and life, or—if not treated with respect—a lot of harm. Jen explains how potential employers might view your online presence, and why you want to ensure your social media usage reflects the qualities you want it to reflect.
C3/M5	Advice from Industry Pros	Ben Casnocha	Tech entrepreneur, investor, speaker, and author	Entrepreneur	Author of three books, investor in several startups, and former chief of staff to co-founder and chairman of LinkedIn, Reid Hoffman, discusses the art of establishing and maintaining connections online. Who is most likely to help you find a job? Close friends or light acquaintances? Ben shares all here.



Course 3: Marketing Yourself

Module 6: Cultivate Professional Relationships

Generating a network of mentors, leads, and contacts is only part of the process; growing and managing relationships provides a lifetime of support in reaching goals. In *Cultivate Your Relationships*, students develop the necessary social skills to foster a diverse network of connections. Using interactive and practical activities, students explore layers of connections, including inner circles, mentors, and advisors. Techniques such as conversational etiquette and structuring impacting questions guide students in developing an advisory team for success.

Expected Learning Outcomes:

- Generating a network of mentors, leads, and contacts is only part of the process; growing and managing relationships provides a lifetime of support in reaching goals. In *Cultivate Your Relationships*, students develop the necessary social skills to foster a diverse network of connections. Using interactive and practical activities, students explore layers of connections, including inner circles, mentors, and advisors. Techniques such as conversational etiquette and structuring impacting questions guide students in developing an advisory team for success.



Course 3: Marketing Yourself

Course 3, Module 6 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
The Fundamentals		Outline basic rules of behavior and when to communicate.	
Going Global	Going Global	Students learn about understanding customs of other countries.	
Your Most Critical Professional Relationships		The student's inner circle, mentors, and boards of advisors are all incredibly important aspects of your professional life.	
Mentors	My Mentors	Students learn to understand the value of mentors.	
Advisory Boards	My Prospective Advisory Board	Students create an advisory board to pursue their goals.	
Advice from Industry Pros		Jennifer Kushell , CEO of EYP Ventures and creator of Exploring Your Potential, shares her expertise on how to cultivate a variety of personal and professional relationships.	
Maintaining Your Close Professional Contacts	Engaging with My Prospective Advisors	Students learn tips on maintaining close professional relationships.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	

Exercises:

Going Global:

Students learn about understanding customs of other countries.

My Mentors:

Students learn to understand the value of mentors.

My Prospective Advisory Boards:

Students create an advisory board to pursue their goals.

Engaging With My Prospective Advisors:

Students choose 3 of their prospective advisors and have a real-life interaction with them.



Course 3: Marketing Yourself

Mentors:

Students learn to understand the value of mentors.

Advisory Boards:

Students create an advisory board to pursue their goals.

Maintaining Your Close Professional Contacts:

Students learn tips on maintaining close professional relationships.

Reflective Questions:

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement.

1. How much more confident are you in your understanding of how to build and maintain your important relationships?

Response A: Not at all **B:** Slightly less confident **C:** Same **D:** More confident **E:** Much more confident

2. Since completing this module, to what extent do you feel that you now have concrete actions you can take to cultivate your professional relationships?

Response A: Not at all **B:** To a small extent **C:** No change **D:** To some extent **E:** To a very great extent

3. After completing this module, how valuable do you feel relationships are in reaching your career goals?

Response A: Not valuable at all **B:** Slightly more valuable than before **C:** Extremely valuable

4. Which activity in this module did you find most valuable?

Response A: Going Global **B:** My Mentors **C:** My Prospective Advisory Board

D: Engaging with My Prospective Advisors

5. WHY was the activity you selected the one that was most valuable to you?

Response A: It caused me to think differently about me and my situation.

B: It was easy to understand.

C: helped me understand and apply the concept.

D: I can see how this activity will be helpful to me and my situation.

E: Other (explain in next question answer field)

6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?

7. What did you learn about yourself through this module?

8. Is there anything else you'd like to share?



Course 3: Marketing Yourself

Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort

Assessment Quizzes:

Introduction

1. According to Jen in the introduction video, what is the most precious resource we have?
 Response A: People, Response B: Time, Response C: Money, Response D: Effort, Correct Response: A
2. Building and _____ great relationships is an art form.
 Response A: seeding, Response B: maintaining, Response C: increasing, Response D: enhancing,
 Correct Response: B
3. According to Jen in the introduction video, when people like you _____.
 Response A: they'll hire you, Response B: they'll increase your starting salary, Response C: they'll help you,
 Response D: you'll be promoted faster than if they don't like you, Correct Response: C

The Fundamentals

1. What is one of the basic elements of professional relationship building etiquette as listed in Module 6?
 Response A: Sending holiday cards, Response B: Sending friend requests as soon you meet someone new,
 Response C: Gaining access to personal mobile numbers, Response D: Follow through, Correct Response: D
2. Asking someone for a reference when you've only met them once can be premature and inappropriate.
 Response A: TRUE, Response B: FALSE, Correct Response: A



Course 3: Marketing Yourself

3. In sales how many points of contact does it take before someone knows and trusts you enough to buy from you?

Response A: 1-3, Response B: 5-7, Response C: 3-5, Response D: 10-15, Correct Response: B

4. List three quick expert tips for cultivating great relationships.

Response A: Respond to correspondence within one to two weeks; ask for assistance on a project; establish contact on all your social media platforms, Response B: Send handwritten notes within a month or two; establish what you need from them as soon as possible; take them to lunch, Response C: Follow through with what you've promised; say thank you for any gesture of support; be gracious to their assistants and gatekeepers,

Response D: Invite them to a sporting event; stay in contact weekly; text them on their mobile device to deepen the relationship, Correct Response: C

Going Global

1. If you want to work globally, it's not as important to learn the cultural customs and norms of the rest of the world because most everyone is familiar with your area of the world.

Response A: TRUE, Response B: FALSE, Correct Response: B

2. In Japan what's the best practice when giving someone your business card?

Response A: Send it in the mail, Response B: Face the opposite direction of the person you are handing it to, Response C: Take a photo on your phone and text it to them, Response D: Use both hands to hold the card and directly face the person you are handing it to, while giving a slight bow, Correct Response: D

3. What is expected if you meet royalty or even senior officials of many countries?

Response A: A bow or curtsy, Response B: A handshake, Response C: A kiss on both cheeks, Response D: A hug, Correct Response: A

4. If you're in South Africa on business, the first meeting is generally about business matters because they like to get right to business.

Response A: TRUE, Response B: FALSE, Correct Response: B

5. Where is kissing on the cheek a common greeting?

Response A: Most of the United States, Response B: Germany, Response C: Some Latin American countries, Response D: India, Correct Response: C

3. In northern Europe countries they tend to be more _____ and _____ in their interactions.

Response A: outgoing; boisterous, Response B: quiet; demure, Response C: engaging; informal, Response D: stoic; formal, Correct Response: D



Course 3: Marketing Yourself

Your Most Critical Professional Relationships

1. The people closest to you and that you trust the most are _____.
Response A: your inner circle, **Response B:** your social media connections, **Response C:** your family tree, **Response D:** work colleagues, **Correct Response:** A
2. According to Module 6, these are the people you turn to for strategic advice, experience, and expertise.
Response A: Peers, **Response B:** Mentors, **Response C:** Faculty advisors, **Response D:** Clergy, **Correct Response:** B
3. The name of a more formally organized group of professionals who serve as counselors to you, your career and/or your business is_____.
Response A: Board of Directors, **Response B:** Mentors, **Response C:** Board of Advisors, **Response D:** Life coach, **Correct Response:** C
4. A more formal legal entity with financial and oversight responsibilities is called _____.
Response A: Board of Advisors, **Response B:** Mentors, **Response C:** Chief Executive Officers, **Response D:** Board of Directors, **Correct Response:** D

Mentors

1. Should you directly ask someone to be your mentor?
Response A: No, **Response B:** Sometimes, **Response C:** Yes, **Response D:** If they are in your family, **Correct Response:** A
2. What are some things you can expect from a great mentor?
Response A: Eventually offer employment; introduce you to everyone as their protégé, **Response B:** Listen to your ideas; give feedback; help you understand your strengths and weaknesses, **Response C:** Directly negotiate a job offer with a potential employer; get you on the fast track to management, **Response D:** A position with their company; mainly positive feedback so you know your strengths; executive training, **Correct Response:** B

Advisory Boards

1. What's one important thing to take into account when constructing an advisory board?
Response A: Make sure they are all upper level executives, **Response B:** Ensure they all have the ability to offer you a position, **Response C:** Make sure each person excels at something you want to learn more about or become better doing, **Response D:** Make sure each person attains a certain income threshold, **Correct Response:** C



Course 3: Marketing Yourself

Advice from Industry Pros

1. "Advice from Industry Pros" Jennifer Kushell is the creator of Exploring Your Potential and CEO of _____.

Response A: Jenn Air, **Response B:** Macy's, **Response C:** Sephora, **Response D:** YSN,
Correct Response: D

2. In "Advice from Industry Pros," Jennifer Kushell learned the power of networks early by going to business functions and conferences with _____.

Response A: her family, **Response B:** her faculty advisors, **Response C:** a friend of her father's, who was an upper level executive, **Response D:** the head of internships at her college, **Correct Response:** A

3. In "Advice from Industry Pros," Jen Kushell talks about "touch points" with professional contacts. By this she means _____.

Response A: making sure you meet with them face to face, **Response B:** using a variety of ways to touch base in a meaningful way, **Response C:** touching base as often as you can, **Response D:** touching base with those that are most responsive to you contacting them, **Correct Response:** B

4. In "Advice from Industry Pros," Jen Kushell talks about being respectful of people's time. She refers to _____.

Response A: keeping interactions as brief as possible, **Response B:** ensuring interactions are meaningful and you provide feedback about their value, **Response C:** ensuring interactions are meaningful and you keep notes and share these with the people to interact with, **Response D:** being on time and flexible about when to meet, **Correct Response:** B

Maintaining Your Close Professional Contacts

1. What are two good ways to cultivate and maintain your business relationships?

Response A: Schedule a bi-weekly call; make sure they know you'd like to work for them, **Response B:** Deepen the relationship by becoming friends; get to know their family, **Response C:** Stay visible and relevant in their lives; always be courteous and thankful, **Response D:** Send them funny posts during the week; offer to buy them lunch regularly, **Correct Response:** C

Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project



Course 3: Marketing Yourself

Table of Module 6 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young & Successful</i>		What does it mean to “cultivate relationships,” and why does it matter? Jen leads you through how taking the time to keep relationships strong can help you, and what it means to “think globally” when it comes to relationships.
C3/M6	Advice from Industry Pros	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young & Successful</i>	Entrepreneur	Having built a substantial network of relationships with embassies, organization leaders, entrepreneurs and educators around the world, Jennifer has great experience to share on how to cultivate a variety of dynamic relationships. Here she explains how to dramatically expand your circle of influence while making your life so much more interesting. Having a more strategic and comprehensive approach to building your network, as Jennifer illustrates, can pay off throughout your lifetime.



Course 3: Marketing Yourself

Course 3 Post-Survey

1. How strongly do you agree with this statement? Based on this course, I can now write an effective pitch presentation that can be adapted to various media.
Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree
2. How strongly do you agree with this statement? Based on this course, I now understand how to continually shift my perspective in order to recognize new career opportunities.
Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree
3. How strongly do you agree with this statement? Based on this course, I am now able to describe my unique skills and attitudes that set me apart from others.
Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree
4. How strongly do you agree with this statement? Based on this course, I now understand the value I offer and am able to leverage that effectively when negotiating career and compensation.
Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree
5. How strongly do you agree with the following statement? Based on this course, I can now research social media to see how others are promoting themselves and use the best practices to build my identity.
Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree
6. How strongly do you agree with this statement? Based on this course, I can now evaluate major life decisions based on how they will affect my career path.
Response A: Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,
Response D: Strongly agree



Exploring Your Potential™

Redefining Career Readiness

Thank you!

You are a vital part of Exploring Your Potential™ and we would like to hear from you.
Have any insights, challenges, or success stories you would like to share?
Please share with us!

Sincerely, The Exploring Your Potential™ Team.



ExploringYourPotential
#ExploringYourPotential #EYP

Visit ExploringYourPotential.com Today!