

# Certificate in Personal Branding

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The Certificate in Personal Branding helps students to gain an overview of various personal branding strategies, including financial planning, entrepreneurship, digital technologies, marketing/sales, and communication laws or public relations. Students who want to pursue self-employment opportunities using own personal brands, such as student athletes, musicians, artists, social media influencers, bloggers, dancers, authors, or any other freelancers would want to seek this degree. This is an interdisciplinary, 18-credit-hour degree is offered to both resident and distance students. Students may take courses from personal financial planning, management, textile and apparel management, journalism, graphic design, and/or agricultural business management areas. The courses are offered 100% online asynchronously so students will have flexible learning experiences.

## Requirements

FINPLN 1000	iGen Money	3
FINPLN 2183	Personal and Family Finance	3
MANGMT 2700	Introduction to Entrepreneurship	3
or ABM 3283	Fundamentals of Entrepreneurship	
ARTGD_VS 1400	Digital Tools and Concepts	3
or AGSC_COM 3240	Communicating on the Web	
T_A_M 4000	Digital Marketing Strategies for Fashion	3
JOURN 1050	Public Relations and Image Management for Non-Majors	3
or JOURN 4000	Communications Law	

## Plan of Study

First Year	Credits
FINPLN 1000	3
MANGMT 2700	3
AGSC_COM 3240	3
	<b>9</b>
Second Year	Credits
FINPLN 2183	3
T_A_M 4000	3
JOURN 4000	3
	<b>9</b>
<b>Total Credits: 18</b>	