

Certificate in Personal Branding

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 or ABM 3283	Introduction to Entrepreneurship Fundamentals of Entrepreneurship	3
ARTGD_VS 1400 or AGSC_COM 3240	Digital Tools and Concepts Communicating on the Web	3
T_A_M 4000	Digital Marketing Strategies for Fashion	3
JOURN 1050 or JOURN 4000	Public Relations and Image Management for Non-Majors Communications Law	3

Plan of Study

First Year		
FINPLN 1000	iGen Money	3
MANGMT 2700	Introduction to Entrepreneurship	3
AGSC_COM 3240	Communicating on the Web	3
Second Year		
FINPLN 2183	Personal and Family Finance	3
T_A_M 4000	Digital Marketing Strategies for Fashion	3
JOURN 4000	Communications Law	3
Total Credits		18