Integrated Marketing Communication
DCOMM/ENG 290
January 21, 2010
General Class Structure

- Syllabus
- Introductions
  - Name, year, major, what brought you here? …
  - Do you consider yourself more of a strategist, copy writer or designer?
  - What relevant talents do you bring to the above?
  - What are you hoping to get out of the class
- Blog Training
Personal Branding Timeline

- Create a map that moves across your life at 5-year increments, beginning with birth and ending with your current age. The last increments might be less than a 5-year gap. For each 5 stage, generate a list of brands you associate with that time of your life.
Personal Branding Timeline

- After each brand, write two statements
  - What that brand meant to you then
  - What that brand means to you now

- Now, extend your map by 10-year increments, 30, 40, 50, 60, 70 & 80. List five brands you think will be part of your life at each age. Why??