

EMDT 5130: Branding for Educators

Credits: 3

In this course, students will learn the fundamentals of establishing a professional educational identity. Students construct a brand strategy that details their educational philosophy, subject matter expertise, areas of applied interest, published works, and professional associations. Students explore their professional identity and how that translates into their unique instructional style and media content. Students engage in project learning activities to produce content and assets for their educational portfolio, which serves as an applied demonstration of their knowledge and skill in creating a professional identity and brand awareness. At the conclusion of this course, students will create a brand strategy incorporating authentic work in their areas of interest to develop a professional identity in the field of education.

Prerequisites: None

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Understand branding fundamentals	Using current research, the learner can explain a variety of branding concepts as well as how they apply in the education context.	The learner can explain a variety of branding concepts as well as how they apply in the education context.	The learner can explain basic branding concepts as well as how they apply in the education context.	Learner does not demonstrate an understanding of basic branding concepts or cannot apply those ideas in the education context.	EMDT 2	Cultural competence
Explore and analyze other professional educator brands	In evaluating professional educator brands, the learner provides an accurate assessment that is supported by educational research, logic, and practical experience. Learner can communicate an opinion respectfully and demonstrates a nuanced understanding of best practices in branding.	In evaluating professional educator brands, the learner provides an accurate assessment that is supported by educational research, logic, and practical experience.	In evaluating professional educator brands, learner provides a relatively accurate assessment that is supported by educational research, logic, or practical experience.	In evaluating professional educator brands, learner provides insufficient analysis of branding and how it connects to educational research, logic, or practical experience.	EMDT 4	Critical thinking
Construct professional identity	Learner is able to effectively communicate a professional identity in a digital environment that appeals to a variety of stakeholders. Communication is customized to the needs of each group of stakeholders and is grounded in branding best practices. Learner is able to communicate their professional identity in a way that is practical, clear, and appealing.	Learner is able to communicate a professional identity in a digital environment to a variety of stakeholders, grounding their findings in branding best practices.	Learner is able to communicate a professional identity in a digital environment to stakeholders using branding best practices some of the time.	Learner is unable to communicate a professional identity in a digital environment or does not ground their practice in branding principles.	EMDT 6	Communication competence
Create portfolio assets that are on-brand	Branding assets for the portfolio demonstrate exceptional creativity and critical thinking as well as an in-depth understanding of branding principles. Design is visually interesting and builds engagement.	Branding assets for the portfolio demonstrate creativity and critical thinking as well as an understanding of branding principles.	Branding assets for the portfolio demonstrate creativity and critical thinking as well as a basic understanding of branding principles. Some assets may deviate slightly from brand norms.	Branding assets for the portfolio do not demonstrate a basic understanding of branding principles. Asset deviate significantly from brand norms.	EMDT 1	Design competence