Personal Branding Class Project

Kristi Oshiro, Texas A&M University
Gregg Bennett (Advisor), Texas A&M University
Natasha Brison (Advisor), Texas A&M University

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Abstract 2019-073

This sport marketing class project provides students with a theoretical understanding of human branding and strategies for constructing their personal brands. Students complete a personal brand audit and subsequently plan a personal branding strategy that includes the development of their desired brand architecture and targeted market.