



Susan Barber <sbarber@cnu.edu>

Fwd: Luter Signature Lecture Series

1 message

Announcement-Do Not Reply

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<announcement@cnu.edu>

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To: faculty <faculty@cnu.edu>, employees <employees@cnu.edu>, students <students@cnu.edu>

Luter Signature Lecture Series – Personal Marketing October 8, 2013 – 12:30-1:20 p.m. in Gaines Theatre

Dr. Lisa Spiller, Distinguished Professor of Marketing

From actors and musicians to athletes, supermodels, and politicians, people jockey for market position and media exposure in popular culture and our society today. Virtually all of the people who are famous today have become so via shrewd personal marketing. Many of the same concepts that go into marketing a celebrity apply to ordinary people.

This lecture overviews the way people brand, promote and market themselves to the greater public. Attendees will learn tips on how they can personally use proven marketing strategies and techniques to achieve some desired outcome of “outbound” success.

Topics to be addressed include:

Personal Outbound Success Planning

Brand Personality

Unique Selling Proposition

Personal Logo and Brand Image

Business Card, Resume, Website

Cover Letters and Emails

Professional Dress and Etiquette

Portfolio Development

Sound Bite Introduction

Networking and Mentors

This lecture is co-sponsored by the Board of Advisors of the Luter School of Business, CNU Honors Program and the CNU President's Leadership Program