

Learning Activity Grading Rubric

Course: MT460

Unit: 3

Points: 20

Unit 3: Internal Analysis and Long-Term Objectives

Career Competency: Personal Branding

In Unit 2, you have already started the process of branding yourself through the personal SWOT Analysis and Outcome List. Take another look at your Strengths and Opportunities. Pull out the two to three words that resonate with you most that describe you. Remember, when you are out there in business, you are the product and how you position this product, depends upon you.

For example, you might be an Artistic Engineer or an Articulate Organizer.

By using your two to three word statements that are your tagline and brand, create a 30-second elevator speech (pitch) where you will sell your most valuable product, you. As a result of your pitch, why would people want to engage and conduct business with you? Why would people want to hire you? Always be ready with your branding statement and elevator pitch as one never knows when opportunity will knock. Oh yes, don't forget to close the deal too i.e. follow up with a scheduled meeting to talk further.

Learning Activity Checklist:

- Create your own branding statement with one to two adjectives and a noun i.e. your own tagline.
- Create your 30-second elevator speech (product pitch).
- Why would people want to engage and conduct business with you?
- Why would people want to hire you?

Complete this Learning Activity by posting your 30-second branding statement (elevator pitch) to the Unit Three Learning Activity Dropbox so the Professor can learn more about you, too.

MT460 Unit 3 Learning Activity Grading Rubric		
Maximum Percent	Criteria	Maximum Points
50%	Content is accurate and complete:	5
	Create your branding statement with one to two adjectives and a noun i.e. tagline.	
	Create your 30-second elevator speech (product pitch).	5
30%	Analysis and Critical Thinking:	3
	Why would people want to engage and conduct business with you?	
	Why would people want to hire you?	3
20%	Writing, Spelling, and Grammar	4
100%	Total	20