

Standards:

NBEA-CD-I-SCP-A

NBEA-MKT-IV-MIX-A

NBEA-MKT-IV-MIX-B

NBEA-MKT-IV-MIX-C

NBEA-MKT-IV-MIX-D

AR.1.6.3 Marketing Business Enterprise-Understand and explain the importance of honest self-reflection and how it relates to career and professional growth. Participate in self-reflection exercises.

AR.2.7.1 Marketing Business Enterprise-Explain the nature of product branding

AR.2.7.2 Marketing Business Enterprise-Explain the nature of corporate branding

AR.2.7.3 Marketing Business Enterprise-Identify, analyze, and assess the branding strategies of a variety of products and services.

Personal Brand Magazine Cover Prep and Instructions

Using the [Personal Brand Workbook](#) we went through the X factor, Y factor, and Z factor. Instead of the Show you section, we created magazine covers. Students examined their unique factors in the X factor section. In the Y section, they discussed and discovered their purpose and passions. In the Z factor they evaluated their weaknesses and discovered what their stumbling blocks to success are. We are NOW transferring this process to starting a business and how do you want your business to be branded.

Students had to use a picture of themselves, create a name for their magazine that is relatable to themselves, put their X factor, Y factor, and Z factor as story headlines. They must have a date, price, and barcode. They could use any media to create the magazine cover, but Canva has tons of great templates. I gave them an example which I have attached below. I used this [rubric](#) and made it a 100 point assignment. I gave the students 3 class periods (50 minutes each) to complete the project.

