

Biz@Bear Hall & ACRE “Define Your Personal Brand” Challenge
“This is Capitalism” video series reflection details and rubric

Students will choose an individual highlighted in the “This is Capitalism” video series. Students will then discuss what the individual’s “personal brand” characteristics are and which of those characteristics are relevant to the student’s own brand and personal development. Students may seek out secondary sources that discuss the individual but are not required to. Students may use the “Clifton Strengths Assessment” language if they find it helpful but are not required to do so.

Reflections must be at least 650 words. Excellent reflections will use clear language, interesting details, and support assertions. They should be error free and use a consistent academic style throughout (APA, Chicago, etc.). Reviewers will use the following questions as guidelines:

- 1) Did the student demonstrate an understanding of the individual’s personal strengths and weaknesses?
- 2) Is the student able to clearly explain the similarities and differences between him or herself and the chosen individual?
- 3) If using a secondary source, is the source appropriate and well cited?
- 4) If using a secondary source, did the student understand the secondary source and fairly represent the author’s perspective?
- 5) Is the structure of the reflection appropriate to the content the student has created?
- 6) Has the student made errors in grammar, diction, spelling, citations, etc.?
- 7) Is there anything extraordinary about the project that shows the student exceeded the stated expectations?

All reflections must be received by Terra Aquia, tvotaw@uca.edu, by midnight on Monday, March 25th to be considered for the Biz@Bear Hall Personal Brand Challenge.