

01

Why Brand?

- **The voice of your brand**
- The brand colors and typefaces
- The logo - how to apply it

"Whether you're on the job hunt, a student, or gainfully employed, you must think, act, and plan like a business leader. With the surge of social media, you have not only the ability, but you now have the need to manage your own reputation, both online and in real life."

Brand Mantra:

it's a quick, simple, and memorable statement describing who you are and what you have to offer.

STEP 1



determine your
emotional appeal

EMOTIONAL APPEAL

- * Your personality:
organized, funny, problem-solver?
- * How do you interact with people?
- * What role do you typically (or like to) play
in groups?

STEP 2



determine your
emotional appeal



determine your
description

DESCRIPTION

- * What is your field or industry?
- * What words describe your work?
- * Who is your target audience?

STEP 3



determine your
emotional appeal



determine your
description



determine your
function

FUNCTION

- * What skills do you want to demonstrate?
- * How do you want to advertise your skillset?
- * Be clear, concise, and confident.

Disney
BRAND

**"FUN, FAMILY
ENTERTAINMENT"**

Disney
BRAND

"FUN, FAMILY
ENTERTAINMENT"

emotion

description

function



dependable,
strategic
planner



creative
professional
connector



*motivating others
to do their best*




dependable,
strategic
planner



creative
professional
connector



*motivating others
to do their best*



creative, ethical
problem-solver



get feedback
from people you trust

I have been writing for print publications since I was in high school, working with both news and feature styles. I am currently working as a copy editor and reporter for JMU's student-run, award-winning newspaper *The Breeze*. Here are some of my best published works.

COB students receive financial rewards for their business plans

Story
Comments
Image (1)
Print
Font Size: A A

Recommend 0
Tweet 3
+1 1
Print 0
Share 2



James Chung | The Breeze

Posted: Sunday, March 30, 2014 9:35 pm

By Marta Vucci | The Breeze

On Saturday, the atmosphere in Zane Showker Hall was similar to that of ABC's network show, "Shark Tank," in which hopeful entrepreneurs present their business ventures to a panel of investors, seeking to win their promise of a stake in the company.

Students who participated in the JMU College of Business' 300-level course within the last year presented their business plans to a select group of eight judges in a bit of friendly competition for some serious prize money.

The 12th annual Jackson-Rainey Business Plan Competition was founded by JMU alumni Don Rainey ('82), general partner of Grotech Capital Ventures and Jackson Wayne ('85), CEO of Sonatype.

The two JMU alum created the annual competition as a way to reward the highest scoring business plans from the past year with prizes and scholarship money they donated, totaling more than \$25,000.

COB 300

Manahil Malik (left) accepts the Ferguson Top Female Leader Award from Katherine Ferguson, the vice president of Business Development at Cooley LLP.

COB students receive financial rewards for their business plans

This piece is the first one I wrote for the news section of JMU's student-run newspaper, *The Breeze*. It was an honor to have it listed on the front page when the paper came out, but it was also posted online, which you can view [here](#).

I thoroughly enjoyed the reporting for this story, as it took me out of my comfort zone and into the world of our prestigious College of Business. I attended the 2014 Jackson-Rainey Business Plan Competition and had the opportunity to see what a real-life business proposal is supposed to look like.

Additionally, I was able to interview JMU alumni who obtained important positions within their companies and hear what they had to say on the subject. I got a thrill out

of immersing myself in a different major's activities and being able to communicate their story to the rest of the JMU community.

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I like to write. About everything.

Journalism student @JMU. Copy editor, reporter, humanitarian, digital communication consultant & enthusiastic storyteller. Lover of dance, comedy & good music.

7 stories 37 shares
7.7K words 26 tweets
850 followers 30 likes

7 stories for 3 publications



Sen. Mark Warner pushes for transparency in higher ed.

Phone interview with Va. Sen. Mark Warner regarding his recent involvement in legislation combating campus sexual assault and student debt, in the News section of The Breeze at JMU.



Mama Mania brings cheesy goodness to South High Street

Feature piece in the Life section of The Breeze at JMU.

7 Shares 6 Tweets 8 Likes



Must-have apps for JMU students

List/review of phone apps necessary for JMU students in the Life section of The Breeze at JMU.

5 Shares 0 Tweets 8 Likes



COB students receive financial rewards for their business plans

Featured front page story for JMU's student-run newspaper.

4 Shares 3 Tweets 0 Likes