

Personal Branding in Education Environment

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Abstract

Each product or service can now be covered by a lot of marks. Therefore, now and in the near future communications efforts are related supply brand, in terms of reputation and branding, as a conscious act of creation and affirmation of reputation. Since the brand is not the product or service, but what is your product or service in the minds of consumers, an image or a mood, then branding appears as a process of creation and management of associations that generate images and feelings about a brand. In academia, although using more words, actions speak much louder than words. Both students and teachers have tried so after say, especially after what I do. Personal brand and institutional brand is built by putting a high value on authenticity. Actions speak much louder than words, deeds give reputation structure. Student and teacher are brand builders always work for personal purposes only if declared, whether found in university, at home or at the library. The steps that make must lead towards achieving reputation as feedback of conscious efforts. To achieve a personal brand university student or teacher, consider that must engage in daily behavior, motivated and justified: clear vision realistic strategy planning efforts for achieving the objectives, defining and identifying customers who want a good communication, adoption and adherence to a set of moral guidelines generally valid

Key words:*brand, branding, respect, reputation, marketing, image, student, teacher, product brand.*

1. Brand and branding - major concerns of business management

As always, the beginnings of a business were related to the need to identify what was meant to be satisfied in terms of competitiveness. Social needs and the product or service they formed and continue to form inseparable binomial of becoming socially and economically. Over time, social needs, products and services have greatly diversified, dynamic balance of which is managed by market principles. In the market, the need is manifested by the desires and requirements and offer the products and services. As the social division of labor has become increasingly evident, and the force has become increasingly productive.

As such, manufacturers, in order to customize the offer, appealed to identify products by brand. Thus generics began to be overcome as branded products. In essence, the brand made and makes it possible to easily identify the products and services characterized by certain quality performance that can be the basis of satisfying customers' wishes. Marketing, as economic theory and practice has emerged and developed as a need to identify consumer needs and to direct production and sales so that customers enjoy maximum satisfaction, avoiding

overall losses of social wealth generated by overproduction. But brands have diversified greatly. Each product or service can now be covered by a lot of marks. Therefore, now and in the near future communications efforts are related supply brand, in terms of reputation and branding, as a conscious act of creation and affirmation of reputation ..

Already it is estimated that branding is vital for any organization and any business because "Brands are the basis of most organizations. Brands are your reputation - which represented - in the minds of your customers, as well as the investors. If you have a bad reputation, then it will be easy to reach your business goals. If you are positive, it will have a noticeable impact on your future earnings. "Since the brand is not the product or service, but what is your product or service in the minds of consumers, an image or a mood, then branding process appears "...de creation and management of associations that generate images and feelings about a brand associations are transmitted via signals. Branding is the process of creating consumer transmit signals through what is different and relevant brand .. "

If the brand is what remains in the minds of consumers after taking informed about a product or brand, through observation, buy or use, then that memory is maintained by brand signals, signal attributes and associations that are in the consumer's mind in connection therewith

The data signals are first brand product and then the name, logo, color, shape etc. and what associated clients about the company.

Attributes signals cover all the things that the customer thinks signal in response to the emergence of a brand.

Associations expresses all connections between signals and brand attributes that are attached to them by thoughts, feelings, emotions, etc., which are in the consumer's mind.

In essence, branding is the process by which plants favorable image on a product essentially reputation and brand or product brand is growing reputation increasingly better. Therefore brand remains in the minds of consumers with a certain image, because the image was cultivated by business management as a business vision.

From the description above that meet specific products and brands desires and requirements, ie needs. It is characterized by something tangible, size, size, weight, color, functionality etc. Can be identical, products and brands are able to diversify their choice. When traveling, the need for rest leads to the thought of a hotel that offers various services. In every village there are more hotels that offer similar services at similar prices, making it cumbersome choice. Hotels do not exist in the minds of consumers, but their locations on the ground. There is a particular hotel brand in the field, but also in the minds of consumers, representing something pleasant or bad memories, which simplifies the choice, choosing one for which the level of satisfaction or confidence level is most convenient. This simplifies and differentiated brand choice.

Product and brand businesses are elements that justify past, the brand is what gives the business perspective. Therefore, the businessman who is not

interested in the brand is not interested in the future of his business. The brand enjoys the most interesting associations, thoughts and emotions, justifying the purchase decision. The brand does not identify with advertising. This may be a sign of brand. But the highest quality advertising products and brands can fail very quickly. A creative professional can convince some consumers to buy the product, even to try it, but if it is defective in the future, the purchaser will treat with indifference or dissatisfaction. In the market, the buyer buys and buys the product and only if it generates rewarding increasingly higher.

Business Management requires vision and management strategies. The coordinates of successful business management related to how to monitor product quality, value perception and branding. All this is reflected in reputation. And reputation must be constantly reinforced. And an enhanced reputation means management.

Brand reputation means of supply. Branding means growing reputation bid. But the brand and branding are synergistic action of entrepreneurship, a form of încununării vision and strategy to promote the supply of the management team.

2. Brand and personal branding in academia

Trying forced comparison between the general market environment, composed of generics, brands and brands, academic, we find that in academia generic products are replaced with students and teachers, student teacher X and Y as marks, and K and L with the student teacher who is reference elements of this environment. X and Y are student teacher forms of identification and differentiation formal, yet professional, and all those working in academia. A good student and a good teacher is synonymous with a quite known and respected brand. But a student and a good teacher are personal brands when in relationships with others, and in their relationships, cultivating moral and professional reputation. And for people like goods, reputation is not built in a day, but what endures through daily activity. Reputation is either positive or negative, and is accompanied by expressions such as very good, good, satisfactory, bad, very bad, criteria which have a high degree of subjectivity. The student and teacher must be aware that reputation is either good or bad, and is built on the belief that generates memories. In other words, reputation, personal brand ie, keep the authenticity.

There are students who comply with the schedule, delay in hours, pay attention and participation, homework, are active are busy, constantly learn, apply everything I do general laws of nature, are self-critical and modest. But there are students who come from time to time courses, leave home and go somewhere else, not only in courses, complain to your loved ones busy schedule, flaunt large and critical notes like hell teachers le- gave low grades, which say they are wrongly paid are always dissatisfied, they think senior learners are interested in not only diploma which includes giving them, that is the personal responsibility that must be related to obtaining and diploma in practical use. But the truth comes to the surface sooner or later. And consistency for the better or worse toward gives the amplitude reputation.

Overall, brand building is a conscious, identifying the product, its main attributes, values, personality, etc., and the brand is good reputation cultivated about the product or mark. The brand is the level of satisfaction cultivated by producer and consumer satisfaction lived. The brand is a trade mark and confirms expectations.

In academia, although using more words, actions speak much louder than words. Both students and teachers have tried so after say, especially after what I do. Personal brand and institutional brand is built by putting a high value on authenticity. Actions speak much louder than words, deeds give reputation structure.

Student and teacher are brand builders always work for personal purposes only if declared, whether found in university, at home or at the library. The steps that make must lead towards achieving reputation as feedback of conscious efforts. In such an approach, goals never means no excuse. As such, it does not leave anything to chance, from intimate entourage public actions. Someone next to a student inappropriate, unsuitable as someone next to a teacher, can affect a reputation built over many years. Therefore, a brand in academia is done step by step, hardens over time, only by respecting the principles stated.

The identity of a brand is illuminated by reputable university. The reputation is stronger, the more powerful and individual perception of the brand, the brand enjoys more credibility. The brand is the card with the student or teacher comes into the world, a world of customers made up of groups of students, university departments, professional circles, friends, employers, peers, etc. Brand binds emotions, values, and the values we believe in and we are recognized and respected become our own identity. All who preach values that I can not hope not to individual brand value. Therefore, the brand is trusting won. In fact, individual brand university student or teacher becomes apparent only when the student and the teacher serving customers in very good conditions, making his name in famous reputation arising from convictions and findings according to which, from it accepted principles of sufficiency or work where anything goes.

Professor individual brand is built and promoted. Individual brand university provides professional and social success. It is therefore in the interest of every individual to personal branding personal propose actions. To achieve a personal brand university student or teacher, consider that must engage in daily behavior, motivated and justified: clear vision realistic strategy planning efforts for achieving the objectives, defining and identifying customers who want a good communication, adoption and adherence to a set of moral guidelines generally valid

Vision requires awareness of the role to be played consistently in the future. A very good student and a good teacher. Once the criteria by which to build a very good student and a good teacher, the individual defines it ideal as guides in life.

Once the purpose of life, the student and the teacher should define strategies to follow paths which reach what you dreamed. Now, the individual

knows exactly who he is, what fundamental objective is to accomplish and how you can become a winner. It has a clear vision, which makes its behavioral messages known. They accumulate knowledge, compare, are exposed to points of view, it competes professionally, it is argued, is innovation etc. Strategy does not change the first meeting obstacles. Students and teachers know exactly what to do and also do not know exactly what to do. Individual brand is built through genuine effort to bring value where it operates. For students interested in building a personal brand, and for the teacher, quickly clarifies who can collaborate and cooperate with the wrong avoids compromises considered to be too expensive in terms of vision, ie associations or sponsorships which may tarnish the image you want built. Both parties undertake to avoid or other material rewards, grown verticality bearing a name.

Any strategy involves daily efforts to plan activities so as to solve the objectives that serve as milestones in the journey towards the vision assumed. As for the military, not necessarily matter plans, but personal planning should not leave to chance the important objectives. The teacher shall establish arrangements for updating courses, defines procedures for transmission of knowledge available to students based documentary is rigorous in dealing with them and the student is planning acquisition of knowledge and strive for an understanding of the issues, resolves additional teaching duties, proof of a responsible and committed.

And students and teachers infer that live in their own world, which is composed of both internal customers and external customers. For a good time teacher and student plays the role of client base line. The teacher must be penetrated by that student is most discerning client of his, and the student must be convinced that the teacher is the fairest of his customers. Parents, relatives, friends, university administrative apparatus, bosses, suppliers of goods, colleagues etc. become partners as they become aware of personal messages of individual brand building. And who wants to build a great brand can work with different units of measure, taking into account the situations and characters. He keeps necessarily verticality already bearing a name. This verticality becomes attractive to certain customers and at the same time, restrictive for others. Selection of personal entourage takes time, energy and often waiver. It renounces everything can turn obstacles into personal approach to achieve the vision. It is also useful to cultivate relationships personal performance objectives for good image and reputation.

Nothing can build sustainable outside a set of moral values generally valid. Student and teacher leaning towards a powerful brand, respects the values, guiding principles and moral landmarks that define and guide in making personal decisions. How to respond to bids placed in the gray area of ethics or morality influence personal reputation and personal brand develops only if the person is perceived as being trustworthy. Student and teacher associates with colleagues, events, publications, professional organizations, etc. they represent, related to values and principles that guide them. Building a solid reputation and brand maintenance are evidence one way upward social resistance.

Student and teacher is ultimately a commodity. The way you think, act, and relate express their feelings becomes benchmark for customers and suspicions of those who follow them heal slowly. As such, and for those in academia, their strengths, their weaknesses as shall be allocated more direct observations. In other words, if a commodity is placed on a shelf or another only if those who buy are convinced of this, as well as a student or a teacher is not sitting on a shelf or other performance until you have accumulated solid evidence confirming the indubitable fact that there should be seated.

Precisely for this reason, today's students and teachers feel natural obligation to understand the benefits of building a strong personal brand. In most cases, the results are proportional to the work created in the image and reputation around his own person, and those who neglect their branding efforts should not be surprised that seem invisible, incompetent or disinterested.

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