

## CONTENT PRODUCTION

<b>COURSE TITLE</b>	PERSONAL BRANDING MOOC
<b>UNIT 1 TITLE</b>	Introduction
Learning outcomes	Define personal branding. Understand the main concepts about personal branding.
Unit contents	1.1. Introduction to the course 1.2. What is personal branding? 1.3. Why do we need personal branding? 1.4. Who will attend the course? 1.5. The three laws of personal branding 1.6. First tools to build personal brand ( <b><i>In practical tips file</i></b> )
Unit general description	Unit 1 is an introduction to the personal branding concept. The unit is about the personal branding concept; about the persons who need personal branding, and the basic rules to follow in personal branding strategy. After unit 1, students should understand the concept and objective of personal branding and have a basic idea about his/her own personal brand on the internet.
Knowledge pill	Practical tips. Slide 7, 8, 9 and 10
Video title	<i>Pending</i>
Practical tips	UNIT_1_PRACTICAL TIPS (4 exercises)
Practical info	PRACTICAL INFO_UNIT 1 (definitions about personal branding, 3 conferences (youtube links))
<b>UNIT 2 TITLE</b>	Self-Knowledge: Personal And Professional Self-Analysis
Learning outcomes	Identify one's personal work values, abilities, skills and values. Identify general areas of career interest.  Guide for conducting self-analysis.

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Unit contents	<p>2.1 Elements for self-analysis: Knowledge, skills, abilities and values</p> <p>2.2 The strengths and weaknesses for self-analysis: e.g. Personal SWOT</p> <p>2.3. Personal Branding Strategy</p>
Unit general description	Unit 2 includes the first step to self-brand ourselves. Following the iceberg theory, the first goal is to know ourselves in order to develop a personal brand. Then we should focus on the strategy we want to follow and the visibility to communicate.
Knowledge pill	In practical tips unit 2 and Slides 8 to 13.
Video title	<i>Pending</i>
Practical tips	PRACTICAL TIPS UNIT 2 (3 tools – exercises: First tools to build personal brand)
Practical info	PRACTICAL INFO
<b>UNIT 3 TITLE</b>	Personal Branding
Learning outcomes	Understand branding and self-branding. Create and develop your self-brand effectively.
Unit contents	<p>3.1 Strategic Marketing for PB:</p> <ul style="list-style-type: none"> <li>- Value proposition</li> <li>- Segmentation</li> <li>- Target</li> <li>- Positioning</li> </ul> <p>3.2 Operational Marketing for PB:</p> <ul style="list-style-type: none"> <li>- Product</li> <li>- Price</li> <li>- Channel and Communication</li> </ul> <p>3.3. CANVAS model for PB</p>

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Unit general description	Unit 3 is a key unit to understand the main concepts of marketing applied to personal branding. Starting with the long term strategic points and operational points more focused on short term marketing. At the end of the unit, the CANVAS model will help the students understand all concepts.
Knowledge pill	Practical tips and slide 12
Video title	<i>Pending</i>
Practical tips	PRACTICAL TIPS_UNIT_3
Practical info	PRACTICAL INFO UNIT 3
<b>UNIT 4 TITLE</b>	Online Reputation
<b>Learning outcomes</b>	Understand and develop main online reputation concepts. Communication with social media.
<b>Unit contents</b>	4.1. Key questions for on-line reputation.  4.2. Phases for proactive management of Online Reputation.  4.3. Free tools to self-manage your Online Reputation.
<b>Unit general description</b>	Unit 4 is a key unit to understand the importance of on-line reputation in personal branding management. Find the basic steps to control your online reputation and some free tools to start understanding your online reputation.
<b>Knowledge pill</b>	Practical tips and slide 10 to 13.
<b>Video title</b>	<i>Pending</i>
<b>Practical tips</b>	UNIT 4_PRACTICAL_TIPS_P
<b>Practical info</b>	UNIT 4_practical_INFO
<b>UNIT 5 TITLE</b>	Planning Career and Personal Branding
<b>Learning outcomes</b>	Understand the importance of personal branding during all the career. Develop personal branding along the professional career.
<b>Unit contents</b>	5.1. Concept of career planning and personal brand maintenance 5.2. Successful personal branding and career

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	development 5.3. Tactics for Successful Career Branding
<b>Unit general description</b>	Unit 5 gives the student the chance to understand the importance of career planning to achieve success in labor market and personal branding strategy. Finally the student will learn some tactics to understand how to manage career planning over the years.
<b>Knowledge pill</b>	Practical tips and Slide 12 and 13.
<b>Video title</b>	<i>Pending</i>
<b>Practical tips</b>	UNIT 5_PRACTICAL_TIPS_P
<b>Practical info</b>	UNIT 5_practical_INFO
<b>Final Assessment Title</b>	<b>FINAL_ASSESSMENT_PERSONAL BRANDING</b>

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