

PERSONAL BRANDING

(Ref. O2- CURRICULUM DESIGN “PERSONAL BRANDING”)

GENERAL DESCRIPTION

This course introduces the personal branding concept and helps people to learn how to successfully promote the most important brand of all: themselves. Personal branding is the process of developing a “mark” that is created around your personal name or your career. The main goal of personal branding is to develop one reputation and grow successfully by networking in a way that interests others. The course is structured as following: The first Unit is dedicated to the general ideas about personal branding. The second Unit provides self-assessment skills for a successful personal branding management. The third Unit highlights the key aspects of personal branding and how to set the objectives and leverage in our strengths to achieve our goals. The fourth Unit describes the online reputation in relation with personal branding. Finally, the fifth Unit analyses the personal branding as a tool for career management.

In all units, we will see real cases of students (personal interviews) to show specific examples of the best practice of personal branding techniques.

OBJECTIVES OF THIS COURSE

- a) Understand the personal branding concept.
- b) Learn how to implement oneself personal branding.
- c) Become familiar with the basics of digital security and online reputation to preserve personal branding.
- d) Learn how to establish the relationship between personal branding and online reputation.
- e) Know more about the personal branding and social media.
- f) Create a system for on-going personal brand maintenance.

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ONLINE COURSE STRUCTURE

UNIT 1 - Introduction

- 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

Unit 1. Learning objectives:

- Define personal branding.
- Understand the main concepts about personal branding.

UNIT 2 - Self-Knowledge: Personal And Professional Self-Analysis

- 2.1 Elements for self-analysis: Knowledge, skills, abilities and values
- 2.2 The strengths and weaknesses for self-analysis: e.g. Personal

SWOT

- 2.3. Personal Branding Strategy

Unit 2. Learning objectives:

- Identify one's personal work values, abilities, skills and values.
- Identify general areas of career interest.
- Guide for conducting self-analysis.

UNIT 3 - Personal Branding

- 3.1 Strategic Marketing for PB:
 - Value proposition
 - Segmentation
 - Target
 - Positioning
- 3.2 Operational Marketing for PB:
 - Product
 - Price
 - Channel and Communication
- 3.3. CANVAS model for PB

Unit 3. Learning objectives:

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- Understand branding and self-branding.
- Create and develop your self-brand effectively.

Comentado [1]: Examples would help a lot, I think. For example a famous entrepreneur with such skills.

UNIT 4 - Online Reputation

- 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.

Unit 4. Learning objectives:

- Understand and develop main online reputation concepts.
- Communication with social media.

UNIT 5 - Planning Career and Personal Branding

- 5.1. Concept of career planning and personal brand maintenance
- 5.2. Successful personal branding and career development
- 5.3. Tactics for Successful Career Branding

Unit 5. Learning objectives:

- Understand the importance of personal branding during all the career.
- Develop personal branding along the professional career.

COURSE SUPPORT

MOOC course

Video: 4 to 10 min.

Material: syllabus in PDF format.

ONLINE COURSE STRUCTURE

Structure:

The student should follow the order and structure related in "Online Course structure".

We recommend ending the previous unit before starting the next.

Expected total duration of this course: 8 weeks.

Student Dedication:

A weekly dedication of 2 to 4 hours is recommended.

ASSIGNMENTS

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Test or Quiz at the end of each Unit.
Final Test

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