PERSONAL BRANDING

Course code	*MNG289*
Compulsory in the programmes	*-*
Level of studies	*Undergraduate*
Number of credits	*6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)*
Course coordinator (title and name)	*Dr. Dominyka Venciūtė*
Prerequisites	*-*
Language of instruction	*English*

THE AIM OF THE COURSE:

Personal Branding course equips students with essential skills to strategically develop and manage their personal brands. Covering the fundamentals of personal branding, the course explores its necessity in today's competitive landscape. Students learn to craft a unique brand identity through strategic communication, content creation, and network expansion. The curriculum emphasizes practical applications, guiding participants in leveraging social media and professional networks to articulate their brand effectively. By course completion, students gain the knowledge and tools to enhance their professional presence, communicate authentically, and build a robust network, positioning themselves for sustained success in their chosen field.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. Develop a comprehensive understanding of personal branding and its applications in the business context.	BLO1.1.	In-class and home assignments, final project	Analysis of case studies, professional experiences, and other learning material (books, scientific articles)
CLO2. Demonstrate the ability to categorize and apply various forms of personal branding to achieve both personal and professional objectives, fostering success in one's career.	BLO1.1. BLO1.2.	Case studies, In-class and home assignments, final project	Analysis of case studies, professional experiences, and other learning material (books, scientific articles)
CLO3. Analyze a diverse array of personal branding strategies, enabling individuals to navigate their personal and professional aspirations, ultimately thriving in their careers.	BLO1.1. BLO1.2.		
CLO4. Create and present strategic personal branding guidelines that employ an appropriate set of objectives,	BLO1.2. BLO4.1.	Case studies, In-class and home	Analysis of case studies,

channels, and messages	BLO4.2. BLO4.3.	assignments, final project	professional experiences, and other learning material (books, scientific articles)
CLO5. Craft compelling statements and messages related to personal branding, ensuring their efficacy in professional communication for the attainment of career goals.	BLO4.1.	Case studies, In-class and home assignments, final project	Analysis of case studies, professional experiences, and other learning material (books, scientific articles)
CLO6. Identify strategic connections that can be used in strengthening one's personal brand.	BLO4.1.	Case studies, In-class and home assignments, final project	Analysis of case studies, professional experiences, and other learning material (books, scientific articles)

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE*

No.	Topic	In-class hours	Readings
1. 2024 02 05	**Introduction to Personal Branding:** • Understanding the concept of personal branding • Historical perspectives and evolution of personal branding • Importance of personal branding in one's career	4	8, 10, 12, 14
2. 2024 02 07	**Building the foundation of one's personal brand:** • Self-Discovery: Identifying Strengths, Values, and Passion • Defining personal and professional goals • Crafting a personal brand statement • Creating one's personal vision board	4	4, 11
3. 2024 02 12	**Strategic personal branding guidelines:** • Understanding the outlook of strategic personal branding guidelines • Setting goals and identifying target audience • Credibility as foundation for personal branding	4	4, 5, 7
4. 2024 02 14	**The power of introducing yourself:** • Effective communication • Developing a personal elevator pitch	4	10

	• Strategies for making a memorable first impression		
5. 2024 02 19	**Elevator pitch presentations and feedback**	4	
6. 2024 02 28	**Leveraging offline and online channels for one's personal brand:** • Understanding various online and offline channels for personal brand building • Managing your digital presence • LinkedIn: the channel for one's professional growth • Creating and optimizing one's LinkedIn profile	4	1, 2, 3, 8, 9
7. 2024 02 29	**Content as a form of personal branding:** • Understanding your key content directions • Crafting compelling personal branding messages	4	1, 2, 9
8. 2024 03 04	**Public speaking for personal branding:** • Understanding the significance of initial interactions • Strategies for making a memorable first impression • Crafting a concise and impactful elevator pitch • Techniques for adapting communication styles based on the audience • Real-world applications of effective self-introduction in various professional settings.	4	9
9. 2024 03 06	**Final group presentations and feedback**	4	
10. 2024 03 07	**Final group presentations and feedback**	4	
11. 2024 03 25	**Building and maintaining strategic connections:** • Networking skills for personal brand growth • Collaborations and partnerships	4	9
12. 2024 04 03	**Personal branding-based employee advocacy:** • Understanding the concept of employee voice • Understanding how personal branding-based employee advocacy helps organizations reach their business goals	4	6, 13
		Total: 48 hours	
	CONSULTATIONS	6	
	FINAL EXAM	2	

*The outline of the course is subject to change.

FINAL GRADE COMPOSITION

Type of assignment	%
Group Components 35%	
Group presentation	25
Peer feedback	10
Individual Components 65%	
Elevator pitch	15
Individual personal branding guidelines	20
Final exam	30
Total:	**100**

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

GROUP PRESENTATION

Group presentation will require students to present personal branding strategy for a given or chosen person. More details will be provided during classes. This assignment carries a weight of 25% toward the final cumulative grade.

PEER FEEDBACK

This assignment will involve student groups providing feedback to their peers. More details will be provided during classes. This assignment carries a weight of 10% toward the final cumulative grade.

ELEVATOR PITCH

This assignment will require students to prepare an elevator pitch and present it. More details will be provided during classes. This assignment carries a weight of 15% toward the final cumulative grade.

INDIVIDUAL PERSONAL BRANDING GUIDELINES

This group assignment involves developing individual personal branding guidelines. More details will be provided during classes. This assignment carries a weight of 20% toward the final cumulative grade.

INDIVIDUAL WRITTEN FINAL EXAM

The individual written final exam, conducted at the end of the semester, assesses students' understanding of the entire course, encompassing both theoretical and practical aspects. The exam will cover all the material covered during lectures and seminars. This exam carries a weight of 30% toward the final cumulative grade.

The final grading for the course follows the accumulative formula specified in the Regulation of studies at ISM. It's important to note that negative grades (below 5) are not included in the accumulative grading system.

In the event of a failing final grade, students have the opportunity to retake the exam during the re-sit week, which comprises 30% of the final grade and includes all semester material. It's worth mentioning that home assignments cannot be retaken later; only the grades for home assignments collected during the course will be included in the final grade.

Miscellaneous

The lecturer reserves a right for minor changes in course programme (for example, changing places of topics without harm to the overall course logic). Also, the lecturer might decide to invite guest speakers – practitioners for deeper presentation of some practical aspects of marketing. When changes in schedule / programme prevail, students will be informed in advance.

RETAKE POLICY

The Retake exam will replace the 30% of final grade corresponding to the Final Exam. The Retake Exam will have the same duration and will follow the same structure of the Final Exam. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given.

ADDITIONAL REMARKS

Given that the course deals with a rather dynamic domain of knowledge, a certain proportion of the lecture and discussion material for the course will be delivered "just-in-time" (uploaded to e-learning or indicated for downloading from the Internet). This is intended to ensure up-to-date coverage of the course topics. Students should be committed to follow the e-learning system and observe uploaded course material on a daily basis. The instructor may assign additional articles, publications, interviews and studies published by top scholarly and practitioner journals.

REQUIRED READINGS

1. Cho, V., & Lam, W. (2021). The power of LinkedIn: how LinkedIn enables professionals to leave their organizations for professional advancement. *Internet Research*, *31*(1), 262-286.
2. Doyle, J. P., Su, Y., & Kunkel, T. (2022). Athlete branding via social media: Examining the factors influencing consumer engagement on Instagram. *European Sport Management Quarterly*, *22*(4), 506-526.
3. Fernandez, S., Stöcklin, M., Terrier, L., & Kim, S. (2021). Using available signals on LinkedIn for personality assessment. *Journal of Research in Personality*, *93*, 104122.
4. Ilieş, V. I. (2018). Strategic personal branding for students and young professionals. *Cross-Cultural Management Journal*, *20*(01), 43-51.
5. Jacobson, J. (2020). You are a brand: social media managers' personal branding and "the future audience". *Journal of Product & Brand Management*, *29*(6), 715-727.
6. Joglekar, J., & Tan, C. S. (2022). The impact of LinkedIn posts on employer brand perception and the mediating effects of employer attractiveness and corporate reputation. *Journal of Advances in Management Research*, *19*(4), 624-650.
7. Ki, C. W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, *55*, 102133.
8. Labrecque, L. I., Markos, E., & Milne, G. R. (2011). Online personal branding: Processes, challenges, and implications. *Journal of interactive marketing*, *25*(1), 37-50.
9. Marin, G. D., & Nilă, C. (2021). Branding in social media. Using LinkedIn in personal brand communication: A study on communications/marketing and recruitment/human resources specialists perception. *Social Sciences & Humanities Open*, *4*(1), 100174.
10. Peters, T. (1997). The brand called you. *Fast company*, *10*(10), 83-90.
11. Valdez, C., Creque, C. A., & Penn, D. (2024). The perceptions and experiences of human resources recruiters regarding LinkedIn as an online personal branding representation of recent business graduates. *International Journal of Technology Marketing*, *18*(1), 20-33.
12. Venciute, D., April Yue, C., & Thelen, P. D. (2023). Leaders' personal branding and communication on professional social media platforms: motivations, processes, and outcomes. *Journal of Brand Management*, 1-20.
13. Venciute, D., Karalius, L., Reardon, J., & Auruskeviciene, V. (2023). The impact of employees' social media advocacy on attitudes toward the brand: the mediating role of parasocial relationships. *Journal of Product & Brand Management*, *32*(8), 1374-1387.
14. Zhou, F., Mou, J., Su, Q., & Wu, Y. C. J. (2020). How does consumers' Perception of Sports Stars' Personal Brand Promote Consumers' brand love? A mediation model of global brand equity. *Journal of Retailing and Consumer Services*, *54*, 102012.

ADDITIONAL READINGS

Will provided on e-learning.

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the <u>Bachelor of Business Management</u>
Programmes:
International Business and Communication,
Business Management and Marketing, Finance,
Industrial Technology Management

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the <u>Bachelor of Social Science</u>
Programmes:
Economics and Data Analytics,
Economics and Politics

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1.Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1.Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2.Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper