SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2025/2026

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Personal Branding
Course/Module code *	K21
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 2, semester 3
Course type	primary
Language of instruction	English
Coordinator	Dr Magdalena Trinder
Course instructor	Dr Magdalena Trinder

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	ECTS credits
3		30						3

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

2. PREREQUISITES

none

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	Enable students to identify and articulate their unique strengths, values, and aspirations, forming the foundation of their personal brand identity. Guide students in crafting a clear and authentic personal brand statement and elevator pitch that effectively communicates their value proposition to target audiences
O2	Equip students with the knowledge and skills to establish and maintain a professional online presence. Provide strategies for creating and curating content, engaging with online communities, and leveraging digital tools to enhance visibility and credibility in the digital landscape
O3	Teach students how to communicate their personal brand story and key messages confidently and persuasively through verbal, written, and visual channels. Foster skills in tailoring communication strategies to different contexts and audiences, adapting messaging for networking events, job interviews, presentations, and online interactions

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The student is be able to identify and articulate their unique strengths, values, skills, and passions, forming the foundational components of their personal brand	K_W04, K_01
LO_02	The student develops the ability to craft a clear and compelling personal brand statement, elevator pitch, and narrative that effectively communicates their value proposition to target audiences	K_U08, K_U10, K_ K04
LO_03	The student learns to establish and manage a professional online presence across various digital platforms, including LinkedIn, personal websites, and social media, showcasing their personal brand identity and expertise	K_U10, K_K01, K_K05
LO_04	The student enhances their communication skills, including verbal, written, and visual communication, to effectively convey their personal brand message and engage with diverse audiences across different communication channels	K_U10, K_K01, K_04
LO_05	The student develops strategic thinking skills to plan and execute brand development and promotion strategies, including content creation, networking, and engagement tactics, to increase visibility	K_U10, K_K05

	and credibility in their chosen field or industry	

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
Introduction to Personal Branding
Defining Your Brand Identity
Building Your Online Presence
Networking and Relationship Building
Communicating Your Brand Story
Visual Branding and Design
Managing Your Brand Reputation
Measuring and Evaluating Your Brand Impact

3.4. Methods of Instruction

A workshop-style class supported by a multimedia presentation
Text analysis and discussion
Project work (research project, implementation project, practical project)
Group work (problem solving, case study, discussion)
Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO_01	OBSERVATION DURING CLASS/PROJECT	CLASSES
LO_02	OBSERVATION DURING CLASS/PROJECT	CLASSES
LO_03	OBSERVATION DURING CLASS/PROJECT	CLASSES
LO_04	OBSERVATION DURING CLASS/PROJECT	CLASSES
LO_05	OBSERVATION DURING CLASS/PROJECT	CLASSES

4.2 Course assessment criteria

Continuous Assessment (60%):
- Class participation and engagement in discussions, activities, and peer reviews (max 10 points)
- Completion of individual and group assignments, quizzes, and reflective exercises (max 30 points)
- Progress in class activities (max 20 points)

Brand Promotion Strategy Project (40%):
- Development of a strategic brand promotion plan outlining goals, target audience, messaging, and tactics for increasing visibility and credibility (max 20 points)
- Alignment of promotion strategies with identified career objectives, leveraging appropriate channels and opportunities for networking, content creation, and engagement (max 20 points)

Grading scale
60-68% - 3.0
69- 76% - 3.5
77-84% - 4.0
85-92% - 4.5
93-100% - 5.0

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	6
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	40
Total number of hours	76
Total number of ECTS credits	3

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature:

Airey, David. 2019. Identity Designed: The Definitive Guide to Visual Branding. Rockport

Carson, Mel. 2016. Introduction to Personal Branding: Ten Steps towards a New Professional You. CreateSpace

Deckers, Eric., & Lacy, Kyle. 2018. Branding Yourself: How to use Social Media to Invent or Reinvent Yourself. Pearson

Goodwin, Ray. 2023. Building an Effective Online Presence: Maximize Your Reach and Grow Your Brand. Independent

Complementary literature:

Khedher, Manel. 2014. Personal Branding Phenomenon. [in] International Journal of Information, Business and Management, 6(2)

Approved by the Head of the Department or an authorised person