

Syllabus: “Personal Branding”

International School
Summer Term 2021, Catharina Wassink, MBA Marketing Specialization

(a) Inhalt und Ansatz | Content and Approach

- Organizations value every day more the behavior and distinction of their human talent because it is a fundamental element of the Image of the Institution. The main objective is to provide theoretical concepts and practical tools for successful performance in the workplace and social life, focusing on the principle of "Knowing and being". Give a broad vision how to behave and be good host and always adapt to the place where we perform with quality and excellence.
- Personal branding is the process of developing a “brand” that is created around your personal name or your career.
- It is about each person taking on the responsibility of becoming the protagonist of their future.
- Knowledge is transferred both theoretically and practically through practice exercises such as role plays as well as watching videos and reading some texts.

“Your brand is what people say about you when you're not in the room.” Jeff Bezos
“Your brand is everything – it's who you are”.

(b) Qualifikationsziele | Learning Objectives

- The course aims at increasing the students' ability to improve their confidence in dealing with other people.
- Students learn and practice about:
 - Personal Branding
 - Habits of Highly Effective People
 - Public Speaking
 - Body Language
 - Time Management
 - Social Media
 - International Culture
 - Table and Wine Etiquette
 - Personal Pitch Talk

(c) Kursstruktur | Course Structure

- 2 lecture hours per week | online **Thursday** **15.00-16.30**

(d) Kontakt | Contact

- catharinawassink@gmail.com
- +49 152 06573863

(e) Studien- und Prüfungsleistungen | Course Assessment

- Written examination, classroom work, presentation and research
- 3 ECTS

(f) Online Course Methodology

- Please fill out the survey and Padlet I will send you once you subscribe by Stud.Ip.
- You must have your own computer and internet access to take this course. Basic computer audio/video equipment
- During online classes students must turn on their video cameras.
- You should plan on spending a minimum of 4-6 hours per week on this course.
- The course will be held by BigBlueButton Meetings in Stud.IP.
- The slides presented and discussed in class will be available on Stud.IP. Slides can be downloaded for each class. The slides do not completely cover the entire syllabus. Therefore, it is necessary to participate in class.
- Each week, you will be expected to:
 - Check the Review of the Course Schedule and the week's learning objectives.
 - Complete all assigned readings.
 - Complete all lecture or video materials for the week.
 - Complete and submit all assignments and tests by the due.
- Students must read the book: "7 Habits of Highly Effective People" by Stephen Covey. You can find the book online in many different languages.
- For the final grade we will have a test online, a Blog or Website and a Personal Pitch Talk.
- We will have online activities that will help you learn more and get extra points to add to the final grade. Online class activities have the next Wednesday due date by midnight.
- No credit is given for late work.
- Attendance will be measured both by virtual presence in the online course and student interaction with course learning materials and assignments.
- You are expected to check your Stud.IP.
- We will keep in contact by a WhatsApp Group and by email.
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- We will keep in contact by a WhatsApp Group and by email. I'm here for you! I'm just a click away, for any doubt or idea just send me an email or a private message by WhatsApp.
- See you online!