



Syllabus: "PERSONAL BRANDING"
International School, Summer Semester 2024
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(a) Inhalt und Ansatz | Content and Approach

- **Overview:**

In today's fast-paced job market, what sets you apart matters more than ever to employers. This course equips you with key theories and hands-on skills for personal and professional success. We go beyond just learning skills; we delve into the "Knowing and Being" philosophy. You'll master the art of presenting yourself effectively across different situations, ensuring you always stand out for quality and poise.
- **Empowerment Through Personal Branding:**
 - Explore the concept of personal branding as a means of shaping your career and personal life.
 - Learn how to articulate your unique value proposition and differentiate yourself in a competitive environment.
- **The Principle of "Knowing and Being":**
 - Develop a comprehensive understanding of oneself to effectively present and behave in varied professional and social contexts.
 - Embrace adaptability, hospitality, and appropriate behavior to ensure excellence in all interactions.
- **Interactive Learning Experience:**
 - Engage in a dynamic learning experience through lectures, hands-on presentations, and video analysis for deep insights into personal branding. Enhance teamwork and learning via group work and peer review.
- **Course Format:**
 - The course is conducted in-person to maximize interaction and engagement.
 - Advanced English/German proficiency is required to ensure full comprehension and participation.
- **Course Requirements:**
 - Regular attendance is mandatory, **with a requirement to attend at least 80% of all sessions to qualify for the exam.**
 - Completion of assignments on time is crucial for mastering the course content and qualifying for extra credit.
 - Engage in both online and offline activities designed to complement your learning and contribute to your final grade.
- **Certification and Effort:**
 - Upon successful completion, only exchange students will be awarded three (3) ECTS credits. Other students will receive a diploma certifying their participation in the activity.
 - Students should anticipate dedicating significant time to studying and engaging with course materials outside of scheduled sessions.
- **Access to Materials and Registration:**
 - All course materials, including slides and additional resources, will be accessible through Stud.IP.
 - Students must register for the course via Stud.IP. Direct me any registration issues.
 - Note that while slides are available for download, they do not substitute for class attendance, as not all syllabus content will be covered in slides.

(b) Qualifikationsziele | Learning Objectives

- This course aims to enhance students' confidence in dealing with other people. The course covers

the following topics, with an emphasis on learning and practical application:

- **Brand Building:** Craft and communicate your unique personal brand.
- **Effective Habits:** Learn success habits for better productivity.
- **Communication Skills:** Boost public speaking and body language.
- **CV & Interviews:** Create standout CVs and ace interviews.
- **Business Manners:** Master etiquette from professional interactions to table and wine etiquette, to navigate social situations gracefully.
- **Time Management:** Streamline your schedule for less stress.
- **Digital Presence:** Use social media to enhance your brand.
- **Personal Pitch:** Develop and deliver your elevator pitch.

By the end of the course, students will have gained a better understanding of these topics and will have a solid foundation in these areas, ready to apply what they have learned in real-world situations confidently.

(c) Kursstruktur | Course Structure

- **Frequency and Location:** Classes are scheduled weekly, taking place in Room H112.
- **Timing:** Every Thursday, from 15:00 to 16:30.
- **Enhanced Learning Components:**
 - **Case Studies and Guest Speakers**
 - **Workshops and Simulation Exercises**
 - **Structured Feedback Sessions**
 - **Digital Presence Module**

This structure is designed to offer a comprehensive learning experience, blending theoretical knowledge with practical application, ensuring students will be well-equipped to navigate the professional world.

(d) Kontakt | Contact

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(e) Studien- und Prüfungsleistungen | Course Assessment

- **Grading:** 50% written test, 50% personal pitch talk.
- **Schedule:** Written exam on Wednesday, July 10, 2024, at 8:00 AM. Personal Pitch Talks from 10:00 AM to 7:00 PM. Your specific time slot will be assigned randomly, so please check Stud.IP for your schedule. The location will also be announced on Stud.IP.

Important Steps and Communication:

- **Exam Registration:** Make sure to register for both the written exam and the Pitch Talk through the QIS portal during the last two weeks of June.
- **Stay Informed:** We'll use a Check Group for ongoing communication. Details about this group will be provided in class and via email.

I'm here for you! I'm just a click away,
If you have any questions or ideas, feel free to drop me an email or send a Whatsapp message.
Looking forward to a great learning journey together – let's make it enjoyable and enriching!