



## Syllabus: “PERSONAL BRANDING”

International School, Summer/Winter Semester 2023  
Catharina Wassink, Economist, MBA Marketing Specialization

### (a) Inhalt und Ansatz | Content and Approach

- In today's world, organizations attach great importance to the conduct and uniqueness of their employees, as it plays a crucial role in shaping their institutional image. The primary goal of this course is to provide theoretical concepts and practical tools that can help individuals achieve success in their professional and social lives. The emphasis will be on the principle of "Knowing and being," which encompasses a broad range of skills such as self-introduction, appropriate behavior, hospitality, and adaptability, all aimed at delivering quality and excellence in any given context.
- Personal branding, another critical aspect of this course, refers to the process of developing a brand around your name or career. It is an opportunity for individuals to take charge of their future and assume the role of a protagonist in their lives.
- This course uses a student-centered approach with activities such as lectures, presentations, videos, group work, peer review and consultations with the instructor.
- The course will be offered as an in-person session.
- Students are required to at least have an advanced level of English/German to follow the lessons.
- Completion of assignments and regular attendance (at least 80% of all sessions) is required for exam admission.
- We will have online and offline activities to enhance your learning and earn extra points towards your final grade. Late work will not be accepted for credit.
- For the successful completion of the course, the student will be awarded three (3) ECTS. Therefore, students should be prepared to spend a considerable time working with the study content.
- Participants are required to register for the course via Stud.IP, where all teaching resources will be made available. If there are problems with the registration via Stud.IP, please contact Catharina Wassink via [CatharinaWassink@gmail.com](mailto:CatharinaWassink@gmail.com)
- The slides presented and discussed in class will be available on Stud.IP, and can be downloaded for each session. However, please note that the slides may not cover the entire syllabus, so attending classes is essential.

## (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:
  - Personal branding
  - Habits of highly effective people
  - Public speaking
  - Body language
  - Curriculum Vitae
  - Interview techniques
  - The role of good manners in business
  - Time management
  - The use of social media
  - Table and wine etiquette
  - Personal Pitch Talk

By the end of the course, students will have gained a better understanding of these topics and will have had ample opportunity to practice and apply their knowledge in real-life situations.

## (c) Kursstruktur | Course Structure

- The class will be held weekly.
- Rooms will be announced via Stud.IP on the course profile.
- The course schedule is as follows: Thursdays from 15:00 to 16:30.

## (d) Kontakt | Contact

- CatharinaWassink@gmail.com
- +49 152 06573863

## (e) Studien- und Prüfungsleistungen | Course Assessment

- The final grade will be determined by a 50% weighting for the written test, which covers the material discussed in the course, and a 50% weighting for a personal pitch talk.
- The exam will be held on July 13th, 2023. The room or online access details will be announced on Stud.IP.
- You must register your attendance for the written exam and the Pitch Talk through the QIS registration portal. 19.06. - 02.07.2023
- We will maintain communication through a Check Group, which will be announced in class and via 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.

I hope you enjoy and learn a lot!

Catharina Wassink