Syllabus: “Personal Branding”

International School
Winter Term 2019/20, 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", to give a broad vision how to behave and be a good host and always adapt to the place where we perform with quality and excellence.
- It is about each person taking on the responsibility of becoming the protagonist of his/her future.
- Knowledge is transferred both theoretically and practically through practice exercises such as role plays as well as watching videos and reading 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
  - Communication Skills
  - Habits of Highly Effective People
  - Good Manners - Good Business
  - Creativity
  - Table and Wine Etiquette
  - Personal Pitch

(c) Kursstruktur | Course Structure

- 2 lecture hours per week  Monday  15.00 - 16.30  Room H 0115

(d) Kontakt | Contact

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(e) Studien- und Prüfungsleistungen | Course Assessment

- Written examination
- Oral presentation
- Class assignments and research
- 3 ECTS