

Module code	SEL510	Level	5
Module title	Creating a Brand Identity	Credit value	10
Common/Core/ Elective	Elective	ECTS Credits	5
		Notional learning hours	100
Courses on which the module is taught	All	Teaching Period	Autumn/ Spring

1. Module description

This module will help to own, plan, and manage your professional success through your personal brand, the authentic voice you want to go to market with. To inform your own practical strategy to get your voice, message or product noticed, you will investigate storytelling, and analyse case studies to develop an understanding of brand identity, using approaches derived from psychology, journalism, and wider media studies. You will learn how to work with images, including basic video editing, web page creation, and user experience design. And you will begin to produce assets such as bio in various formats and lengths. You will also develop your presentation skills, including tone of voice, body language. At the end of the module, you will have a basic personal brand identity and a set of brand assets.

2. Learning outcomes

Upon successful completion of this module, you will be able to:

innovation (MLO 02)

analyse and develop value propositions through exploration, self-reflection, technological applications and creativity towards your brand identity.

Communication (MLO 05)

communicate effectively orally, in writing and digitally in multicultural and/or international settings within unfamiliar and well-defined contexts to support and strengthened your brand identity.

3. Learning and teaching methods

You will be involved in individual and small teams within seminars (workshop styles). Through experiential learning the focus will be on developing your personal brand identity to ensure you are able to discover and develop a meaningful understanding of yourselves.

The workshops will prepare you to confidently apply what you have learned through the interactive discussions and tutor guidance. The module is very much focused on the individual. The workshops involves self-reflection, insights, role-plays, reflective sessions, story-telling sessions and more.

Learning hours	
Directed learning	36 hours
Workshops/classes	36
Guided/Self-guided learning	64 hours
Total	100

4. Assessment, formative feedback and relative weightings

Assessment: Presentation

Weight (%): 100

Word Count or Equivalent: 3-4 minutes

You will collect and collate data from a variety of sources, use interpersonal and communication skills to clarify tasks, identify and rectify issues in a range of contexts to support the development of your brand identity personal story. You will produce a Digital oral/clip presentation.

This task will increase your confidence in handling and understanding the interconnected nature of global change in business settings and its potential implications for the environment towards your brand identity development.

Summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module

Assessment tasks	MLO2	MLO5							
Assessment – 100%	x	x							

5. Indicative resources

Bence, B. (2019). Master the Brand Called YOU - Manual of Exercises. Global Insight Communications, LLC.

Bumgarner, L. (2019). Personal Branding: Why You Need to Know What Makes You YOUUnique and AWEthentic. Independently published.

Chan, E. (2021). Brand Called You (Making the most of your personal brand and identity), Continue Professional Development Workshop Workbook, Accredited CPD Course Programme - 41052. CPD Standard Office UK.

Cummings, D. (2014). Creating a Personal Brand Called You: How to create and build a brand for you and your business. Debbie Cummings LLC; 1 edition.

McNally, D. and Speak, K.D. (2011). Be Your Own Brand: Achieve More of What You Want by Being More of Who You Are. 2nd Ed. Berrett-Koehler, USA.

Montoya, P. with Vandehey, T. (2008). The brand called you: Make Your Business Stand Out in a Crowded Marketplace. McGraw-Hill Education.

Robbins, A. (2005). Inner Strength: Harnessing the Power of Your Six Primal Needs, Simon & Schuster UK.

Schaefer, M. W. (2017). KNOWN: The handbook for building and unleashing your personal brand in the digital age.