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|--|------------|--------------------------------|----------------|
| Module code | SEL602 | Level | 6 |
| Module title | Brand 'Me' | 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

In this module, you will develop your ability to influence, positioning yourself so you can reach your goals. You will critique and reflect on the differences between conventional branding and personal branding, identify your own unique promise of value and purpose, and develop your reflexive skills so that your personal brand remains authentic and relevant at all stages of your professional career journey. In practical terms, you will learn how to develop a content creation schedule and features list, to identify target audiences, and how to collaborate with other content creators and organisations. You will explore communications such as live streaming and selecting an appropriate platform. You will also gain awareness of some of the impotent legal, ethical and mental health implications of having a public profile. Importantly, you will also develop a strategic approach to monetise the content you produce.

2. Learning outcomes

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

Innovation (MLO 02)

create and implement a personal brand strategy as a value proposition, combining intellectual curiosity and creativity

Professional development (MLO 03)

articulate a personal work plan, which encompasses opportunities for continued professional development

Communication (MLO 05)

communicate effectively, both orally and in writing in multicultural and international settings, across multimedia platforms

3. Learning and teaching methods

This module is designed to be an immersive experience of personal discovery, where you will complete the course with a portfolio of assets, designed to improve your employability and business prospects, a strategic plan, and a set of actionable outcomes.

You will learn in a workshop environment, which adopts an applied, practical and iterative approach to producing content, informed by theory and best industry practices.

Guest speakers will feature in this module, alongside reviewing case studies, current industry stories and trends.

You will engage in personal and peer-influenced critical reflection, that invites you to evaluate several cultural perspectives, professional norms, and personality types. Based on these, you will be encouraged to develop your own unique and authentic branded personal value proposition.

Beyond the indicative reading and activities, you will be empowered to bring your own readings, findings and thoughts into the classroom, to make your learning as relevant as personal as possible. You will have the opportunity to test your skills and understanding, through sharing content publicly, when you feel comfortable - with the feedback, support and encouragement of your tutor and peers.

| 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: Portfolio

Weight (%): 100

Word Count or Equivalent: 2,500 words

You will work towards producing a portfolio, each week through iterations, that consists of assets designed to articulate your personal brand proposition and strategy.

Each 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 | MLO3 | MLO5 | | | | | | |
| Portfolio | X | X | X | | | | | | |

5. Indicative resources

Gilmore, James H. & Pine II, B. Joseph (2007) *Authenticity – What Consumers Really Want*, Boston: Harvard Business School Publishing.

Gorbatov, Sergey; Khapova, Svetlana N. & Lysova, Evgenia I. (2018) "Personal Branding: Interdisciplinary Systematic Review and Research Agenda", *Frontiers in Psychology*, 21st November, <https://doi.org/10.3389/fpsyg.2018.02238>

Minor-Cookey, Delonia & Parks-Yancy, Rochelle (2020) "The Power of the Brand: Personal Branding and Its Effect on Job Seeking Attributes", *Journal of Internet Commerce*, Volume 19, Issue 3, pp.241-261, <https://doi.org/10.1080/15332861.2020.1777028>

Storr, Will (2019) *The Science of Storytelling*, London: William Collins.

Tarnovskaya, Veronika (2017) "Reinventing Personal Branding Building a Personal Brand through Content on YouTube", *Journal of International Business Research and Marketing*, Volume 3, Issue 1, pp.29-35, <http://dx.doi.org/10.18775/jibrm.1849-8558.2015.31.3005>

Wilson, Jonathan A.J. (2021) "Personal Branding: How to Brand Yourself Professionally, Authentically, and with Passion" <https://www.futurelearn.com/experttracks/developing-your-personal-brand>

Wilson, Jonathan A.J. (2022) "Personal Branding for Professionals masterclass" <https://youtu.be/ovMQZt1gI08>