

Module code	SEL707	Level	7
Module title	Personal Branding		
Status	Elective		
Teaching Period	Autumn/Spring		
Courses on which the module is taught	ALL Postgraduate Courses		
Prerequisite modules	N/A		
Notional learning hours	100	Credit value	10
		ECTS Credits	5
Field trips?	<i>When possible, visits to industry events (which may carry entry fees), and company visits</i>		
Additional costs	<i>Optional subscription to further online courses</i>		
Content notes	<i>Students are in control of how much personal information they wish to disclose and share, and whether this appears publicly</i>		

1. Module description

Personal Branding is about implementing a brand-centric strategic approach towards being in control of your professional image, identity and reputation. The objective is to become more intentional about how you present your uniqueness and value proposition in a cogent and compelling way, that both increases and amplifies your visibility. The aims are to increase your audiences and networks, offer greater opportunities, consolidate your position, validate your reputation, and leverage these in order to command a market premium.

In this module, you will develop the skills to craft and communicate a compelling personal brand that reflects your strengths, values, and professional identity. Through deep reflection, you will uncover your unique qualities and goals in creating and articulating a distinctive value proposition. You will learn to build a strong online presence, create content that highlights your expertise, and present yourself authentically to current and future employers. Additionally, you will explore how to leverage your brand for social impact, align with meaningful causes, and connect with like-minded individuals. Practical exercises will help you to enhance your ability to present confidently in diverse contexts, boosting your career prospects, networking capabilities, and social influence in today's competitive, interconnected world.

2. Learning Outcomes

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

Innovation (MLO 02)

Create and implement your brand's value proposition combining, reflexivity, intellectual curiosity and creativity.

Communication (MLO5)

Communicate your personal brand persuasively orally and/or in writing in multicultural and/or international diverse social media settings and professional networks.

Assessment components	LO2	LO5
Portfolio	x	x

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Fill, C. & Turnbull, S. (2023) *Marketing Communications*, 9th edition, Harlow: Pearson.
Storr, W. (2019), *The Science of Storytelling*, London: William Collins.

Academic Journals

Celebrity Studies
Harvard Business Review
Journal of Brand Management
Journal of Product and Brand Management
Journal of Marketing Management
Marketing Theory

Trade Press

Forbes
The Drum

Online Courses

Note: taking these courses is not compulsory, but they are recommended for those wishing to gain deeper knowledge, complete further exercises and tests, and seeking additional professional certification

Wilson, J.A.J. '*Branding Professionals*', GoodHabitZ (192 mins, 3 lessons, 16 activities)
<https://www.goodhabitZ.com/en-gb/online-courses/categories/personal-power/branding-professionals/> [subscription required]

Wilson, J.A.J. '*Personal Branding: How to Brand Yourself Professionally, Authentically, and with Passion*', FutureLearn (Approx 9 weeks, 4hrs per week)
<https://www.futurelearn.com/experttracks/developing-your-personal-brand> [subscription required]

Zahrai, S. '*Accelerating Your Career with Personal Branding*' LinkedIn Learning (38mins)
https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Faccelerating-your-career-with-personal-branding%3Ftrk%3Dshare_ent_url%26shareId%3DTMfkoQs5R7mHRedXvQmRVQ%253D%253D [subscription covered for Regent's students]

Krost, C. '*Learning Personal Branding*', LinkedIn Learning (47mins)
<https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Flearning-personal-branding->

[2018%3Ftrk%3Dshare_ent_url%26shareId%3DHkrAcwJFQSyuWeDtwLwmCg%253D%253D](#) [subscription covered for Regent's students]

Young, M. *'Amplify Your Personal Brand with Generative AI'*, LinkedIn Learning (48mins) https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Famplify-your-personal-brand-with-generative-ai%3Ftrk%3Dshare_ent_url%26shareId%3DIXVRb5sBTa2EWCM5BIh3vA%253D%253D [subscription covered for Regent's students]

Rathod, A. *'Storytelling and Content Creation to Transform Your Personal Brand'*, LinkedIn Learning (41mins) https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fstorytelling-and-content-creation-to-transform-your-personal-brand%3Ftrk%3Dshare_ent_url%26shareId%3DRbdXbSGbQw6x9NO%252B9%252F7ryQ%253D%253D [subscription covered for Regent's students]

Wilson, J.A.J. *'Unlocking Authentic Communication in a Culturally-Diverse Workplace'*, LinkedIn (49mins) https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Funlocking-authentic-communication-in-a-culturally-diverse-workplace%3Ftrk%3Dshare_ent_url%26shareId%3DKC59EHhITk28e%252FusM%252F5oXw%253D%253D [subscription covered for Regent's students]

Wilson, J.A.J. *'Communicate Your Team's Talent, Impact, and Value as a Leader'*, LinkedIn (47mins) https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fcommunicate-your-team-s-talent-impact-and-value-as-a-leader%3Ftrk%3Dshare_ent_url%26shareId%3DJT2HRMSPRVC3t3nPNEjHwA%253D%253D [subscription covered for Regent's students]