

	Course Syllabus
	Personal Branding
	Degree of higher education – Master Branch of knowledge 07 Management and Administration Specialty 073 Management Educational and scientific program – International Management
	Year of study: I, Semester: II Number of credits: 5. Teaching language: English

Course Supervisor



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Course Description

The purpose of studying the academic discipline "Personal Branding" is to obtain the necessary theoretical and practical knowledge about the advantages of personal branding and its formation. The task of studying the discipline "Personal Branding" is understanding:

- key aspects of a personal brand: brand code, brand advantages, ways to achieve popularity;
- methods of forming a personal brand;
- analytical principles in working with a personal brand;
- methods of positioning and personal brand promotion strategy;
- methods of promoting a personal brand on the Internet.

Course Structure

Theme/Topic	Learning Outcomes	Tasks
1. Branding in modern conditions	Learn the category apparatus and trends in the development of branding in modern conditions.	Survey
2. Characteristics of a personal brand and its essence	Master the basic principles and necessity of building a personal brand.	Tests, Survey
3. The algorithm for creating a personal brand	Know the models of brand creation, the main stages of creating a personal brand.	Tests, Survey
4. Product creation algorithm in personal branding	Learn the procedure for creating your own personal brand: why; for whom; exactly what I promise.	Tests, Survey

5. Visual image of the brand	Master the techniques of creating a visual image of a personal brand.	Branding plan development
6. Distribution of a personal brand	Familiarize with the main channels of personal brand distribution.	Business situation
7. Rules and methods of working with offline personal brand promotion channels	Learn the basic rules and principles of working with offline brand promotion channels.	Situational task
8. Online channels for personal brand promotion	Familiarize with the characteristics of online brand promotion channels and the principles of working with them.	Case, Tests
9. Personal brand of an employee	Master the methods of creating an employee's personal brand.	Situational task
10. Personal brand of an entrepreneur	Learn the peculiarities of creating an entrepreneur's personal brand.	Practical task

Recommended literature

1. Дональд Міллер. Метод StoryBrand. В: Альпіна Паблішер, 2020. 232с.
2. Дорі Кларк. Персональний ребрендинг. Как изменить свой имидж, сохранив репутацию. Ви-во: Манн, Іванов і Фербер, 2021. 224с.
3. Енді Мілліган, Саймон Бейлі. Міфи про брендинг. Фабула, 2020. 256с.
4. Роулз Деніел. Цифровий брендинг: Повне покрокове керівництво зі стратегії, тактики, інструментів та вимірювань. Пер. з англ. К. Дервянко. Харків: Вид-во «Ранок» : Фабула, 2020. 256 с.
5. Х'юберт К. Рамперсад. Аутентичний персональний бренд. Олімп-бізнес, 2016. 272с.
6. Юрген Саленбахер. Креативний особистий брендинг. Фабула, 2019. 240с.
7. A.Viler. Designing Brand Identity: An Essential Guide for the Whole Branding Team. КМ-БУКС, 2020. 336с.

Assessment Policy

Deadline and retake policy: Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).

Academic Integrity Policy: write-offs during control work are prohibited (including using mobile devices).

Visiting policy: Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

Assessment

The final grade for the course is calculated as follows:

Credit module 1	Credit module 2	Credit module 3
30%	40%	30%
1. In-class assessment (Topics 1-4) – 5 points per topic – max. 20 points 2. Module control work (Topics 1-4) – max. 80 points	1. In-class assessment (Topics 5-10) – 5 points per topic – max. 30 points 2. Module control work (Topics 5-10) – max. 70 points	1. Preparation and defense of CPIT – max. 60 points. 2. Participation in trainings – max. 40 points.

Student evaluation scale:

According to university scale	According to the National Scale	According to ECTS scale
90-100	Excellent	A (<i>excellent</i>)
85-89	Good	B (<i>very good</i>)
75-84		C (<i>good</i>)
65-74	Satisfactory	D (<i>satisfactory</i>)
60-64		E (<i>enough</i>)
35-59	Unsatisfactory	FX (<i>unsatisfactory with possibility of repassing</i>)
1-34		F (<i>unsatisfactory with a mandatory repeat of the course</i>)