S. No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
6	UGAEC-203(B)	Personal Branding and Image Management	AEC	3	3	0	0	40	60	100

Course Outcomes:

	At the end of the course the student will be able to: -
CO1	Describe the concept of Personal Branding and Image Management
CO2	Create a Personal Brand Strategy with a focus on visual identity and target audience analysis.
CO3	Implement a comprehensive social media strategy
CO4	Analyze ethical self-promotion, brand authenticity, and social responsibility in personal branding.
CO5	Evaluate the Current Trends and Future Challenges in Personal Branding and Image Management

Detailed Syllabus
Section A
Unit I: Introduction to Personal Branding and Image Management: Definition and significance of personal branding, Historical context and evolution of personal branding, brand identity vs. brand image, role of image management in career development, Self-assessment techniques: Identifying strengths, weaknesses, values, and goals.

(08Hrs)

Unit II: Elements of Personal Branding and Creating a Brand Strategy: Visual identity: Appearance, grooming, and attire, Digital presence: Social media management, online profiles, Communication style: Verbal and non verbal communication, Target audience identification and analysis, Differentiation: USP (Unique Selling Proposition), Setting SMART goals for personal branding.

(08Hrs)

Unit III: Digital Presence and Social Media Management: Significance of digital footprint in personal branding, Content creation and curation strategies for online platforms, online reputation and brand image, Ethical considerations in self-promotion and online interactions.

(08Hrs)

Section B
Unit IV: Ethics and Authenticity in Personal Branding: Ethical considerations in self-promotion and branding, authenticity with strategic personal branding, Social Responsibility and Personal Branding, Case Studies and Ethical Role Models.

(06 Hrs)

Unit V: Future Trends and Challenges: Emerging trends in personal branding, adapting to changes in technology and society, Challenges in maintaining and evolving personal brand, Developing a personal code of ethics in branding.

(06Hrs)

Textbooks:

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Reinventing You: Define Your Brand, Imagine Your Future	Dorie Clark	Harvard Business Review Press	2nd (2019)
2	Personal Branding and Career Self-Management	Rita Campos e Cunha, Cláudia Frias, and Leonor Pais	Springer	1st (2021)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	"Personal Branding: A Focus on Me"	Sandra Swanson	Kendall Hunt Publishing	1st (2021)