

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Internal	Final Exam	Total
UGAECC- 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	Analyse 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.

(08 Hrs)

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.

(08 Hrs)**Section B**

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.

(08 Hrs)

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, and developing a personal code of ethics in branding.

(06 Hrs)**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	1 st (2021)