COURSE HANDOUT

Personal Branding and Image Management (UGAEC-203B)

SEMESTER-2nd

ACADEMIC YEAR (2024-25)

Dr. Vibhu Johar

Assistant Professor Bachelor of Commerce

School of Management

Model Institute of Engineering & Technology (Autonomous)

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Marks

S.No.	Course	Course Name	Course Type	Cd	L	T	P	Sessional	Final Exam	Total
	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	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)

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)

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

(06 Hrs)

Unit V: Future Trends and Challenges: Emerging trends in personal branding, adapting to changes intechnology and society, Challenges in maintaining and evolvingpersonal brand**,**and developing a personal code ofethics in branding**.**

(06 Hrs)

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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)

COURSE PLAN	
Unit-I	

S.No	Topics	Recommended Books
1	Definition and significance of personal branding,	Book 1, Ch 1; Book 3, Ch 1
2	Historical context and evolution of personal branding	Book 1, Ch 1; Book 3, Ch 1
3	Brand identity vs. brand image	Book 1, Ch 1; Book 3, Ch 1
4	Role of image management in career development	Book 1, Ch 1; Book 3, Ch 1
5	Self-assessment techniques	Book 1, Ch 1; Book 3, Ch 1
6	Identifying strengths	Book 1, Ch 1; Book 3, Ch 1
7	Identifying weaknesses, values, and goals.	Book 1, Ch 1; Book 3, Ch 1
Unit-II		
8	Elements of Personal Branding and Creating a Brand Strategy	Book 2, Ch 2
9	Visual identity	Book 2, Ch 2
10	Appearance, grooming, and attire	Book 2, Ch 2
11	Digital presence: Social media management	Book 2, Ch 2
12	online profiles	Book 2, Ch 2
13	Communication style: Verbal and non-verbal communication,	Book 2, Ch 2
14	Target audience identification and analysis,	Book 2, Ch 2
15	USP (Unique Selling Proposition), Setting SMART goals	Book 2, Ch 2
Unit-III		
16	Digital Presence and Social Media Management	Book 2, Ch 3
17	Significance of digital footprint in personal branding,	Book 2, Ch 3
18	Content creation	Book 2, Ch 3
19	Curation strategies for online platforms	Book 2, Ch 3
20	Ethical considerations while branding	Book 2, Ch 8
21	Ethics in self-promotion and online interactions	Book 2, Ch 8
Unit-IV		

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22	Ethics and Authenticity in Personal Branding	Book 2, Ch 4
23	Ethical considerations	Book 2, Ch 4
24	Self-promotion and branding ethics	Book 2, Ch 5
25	Authenticity with strategic personal branding	Book 2, Ch 5
26	Social Responsibility and Personal Branding	Book 2, Ch 5
27	Ethical Role Model and case study	Book 2, Ch 5
Unit-V		
28	Future Trends and Challenges	Book 3, Ch 6
29	Emerging trends in personal branding	Book 3, Ch 6
30	Adapting to changes in Challenges in maintaining and evolving personal brand technology	Book 3, Ch 6
31	Developing a personal code of ethics in branding.	Book 3, Ch 6

ADDITIONAL WEB RESOURCES

1.	E -BOOK LINK https://www.scribd.com/document/706524196/Personal-branding-in-the-digital-age-book-2017 https://www.google.co.in/books/edition/Personal_Brand_Management/J1TdDwAAQBAJ?hl=en&gbpv=1&dq=personal+branding+open+access+ebooks+pdf&printsec=frontcover
2.	Swayam: https://onlinecourses.swayam2.ac.in/imb25_mg85/announcements?force=true#registration_confirmation

GRADING AND ASSESSMENT

- **Sessional Test**: 20
- **Assignment**: 10
- **Attendance**:10
- **Final Examination**: 60 marks

COURSE POLICIES

- **Attendance**: Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity**: MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions**: Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**

  Monday (12:05 PM - 12:55 PM)
  Friday (12:05 PM - 12:55 PM)

- **Contact Information**

vibhu.mba@mietjammu.in