



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Dr. Arun K. Gupta Teaching-Learning Centre

Department of B. Com/BCA/BBA

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Personal Branding and Image management
2.	Course Code	UGAEC-203B
3.	Academic Year	2025
4.	Semester	2 nd
5.	Number of Lesson plans	37
6.	Faculty Assigned	Dr. Vibhu Johar

Vibhu Johar

Faculty Signature



Course Title: Personal Branding and Image Management

Course Code: UGAEC-203(B)

Mode of Delivery: Interactive Lectures, Case Studies, Discussions, Videos, and Assessments

Why This Subject? In today's competitive landscape, a strong personal brand is essential for career success and personal growth. This course equips students with the knowledge and skills to craft and manage a compelling personal brand that resonates with their target audience. It emphasizes self-awareness, strategic communication, and ethical considerations in building a positive and authentic image.

Course Objectives (COs):

- 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.

Unit-Wise Breakdown & Lesson Plan:

Section A

Unit I: Introduction to Personal Branding and Image Management (8 Hrs)

- **Topics Covered:** 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.
- **Learning Outcomes:** Understand the core concepts of personal branding and image management, trace its historical development, differentiate between brand identity and image, and conduct a personal SWOT analysis.
- **Open-ended Questions:** How has the concept of personal branding changed over time? Why is self-assessment crucial for effective personal branding?
- **Suggested Activity:** Students conduct a personal SWOT analysis and share key findings in a small group discussion.

https://www.youtube.com/watch?v=85JKAAy_QBU

- **Assessment:** Short quiz on key definitions and concepts, Self-assessment report.



Unit II: Elements of Personal Branding and Creating a Brand Strategy (8 Hrs)

- **Topics Covered:** 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.
- **Learning Outcomes:** Identify the key elements of a personal brand, develop a brand strategy encompassing visual identity, digital presence, communication style, target audience analysis, and USP definition. Learn to set SMART goals for personal branding initiatives.
- **Open-ended Questions:** How can visual identity contribute to a strong personal brand? What are the key considerations when defining your target audience?
- **Suggested Activity:** Students develop a preliminary personal brand strategy outline, including visual identity ideas, target audience description, and a draft USP.
- **Assessment:** Presentation of preliminary personal brand strategy outlines, Peer feedback session.

Unit III: Digital Presence and Social Media Management (8 Hrs)

- **Topics Covered:** 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.
- **Learning Outcomes:** Understand the importance of a positive digital footprint, develop content creation and curation strategies for various online platforms, manage online reputation, and understand ethical considerations in online self-promotion.
- **Open-ended Questions:** How can social media be used effectively to build a personal brand? What are the ethical implications of online self-promotion?
- **Suggested Activity:** Students analyze the social media presence of a public figure and discuss its strengths and weaknesses.
- **Assessment:** Social media content creation assignment, Online reputation management simulation.

Section B

Unit IV: Ethics and Authenticity in Personal Branding (6 Hrs)

- **Topics Covered:** Ethical considerations in self-promotion and branding, authenticity with strategic personal branding, Social Responsibility and Personal Branding, Case Studies.
- **Learning Outcomes:** Understand the ethical dilemmas in personal branding, maintain authenticity while strategically building a brand, understand the role of



social responsibility in personal branding, and analyze case studies of ethical and unethical branding practices.

- **Open-ended Questions:** How can you balance self-promotion with authenticity? What role does social responsibility play in personal branding?
- **Suggested Activity:** Case study analysis of ethical dilemmas in personal branding. Class discussion on best practices for ethical self-promotion.
- <https://www.youtube.com/watch?v=ozMCb0wOnMU>
- **Assessment:** Case study analysis report, Class participation in ethical debate.

Unit V: Future Trends and Challenges (6 Hrs)

- **Topics Covered:** 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.
- **Learning Outcomes:** Identify emerging trends in personal branding, understand the impact of technology and social changes, recognize challenges in maintaining a personal brand, and develop a personal code of ethics for branding.
- **Open-ended Questions:** What are the future trends that will shape personal branding? How can individuals adapt to these changes?
- **Suggested Activity:** Brainstorming session on future trends in personal branding. Students develop a draft personal code of ethics for branding.

<https://www.youtube.com/watch?v=LMh-BAJtbFE>

- **Assessment:** Presentation on future trends in personal branding, Reflection paper on personal code of ethics.

Assessment and Evaluation:

- **Internal (40 Marks):** Sessional I (10 Marks), Sessional II (10 Marks), Assignment (10 Marks), Attendance (10 Marks)
- **External (60 Marks):** End Term Examination

Videos on personal branding





<https://www.google.com/search?>

[sca_esv=d9567ae999c402f1&q=personal+branding&udm=7&fbs=ABzOT_DbUoXV9d3f6LsLPD3ftI-OuFzxdZzYMMXqlS5](https://www.google.com/search?sca_esv=d9567ae999c402f1&q=personal+branding&udm=7&fbs=ABzOT_DbUoXV9d3f6LsLPD3ftI-OuFzxdZzYMMXqlS5)

<https://www.youtube.com/watch?v=ozMCb0wOnMU>

<https://www.youtube.com/watch?v=LMh-BAJtbFE>



Lesson Plan No. 1.1	Course Name: Personal Branding and Image management Topic: Introduction to personal branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of personal branding. b. Identify the key elements of a strong personal brand. c. Recognize the importance of personal branding in professional success. d. Begin developing a personal brand strategy.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -What comes to mind when you hear the term "personal brand"? -Why do you think personal branding is important? 2. Development (30 minutes) -Define Personal Branding: The process of creating a unique and recognizable identity for yourself, communicating your value proposition, and building a reputation. -Explain why it's important: Differentiation, credibility, career advancement, networking opportunities, influence. -Discuss the key elements of a strong personal brand: -Provide examples of individuals with effective personal brands and analyze what makes them successful. (e.g., Oprah Winfrey, Elon Musk, Malala Yousafzai – choose examples relevant to your students). -Discuss the various channels and platforms for building a personal brand (e.g., LinkedIn, social media, networking events, blogs, speaking engagements). 3. Exercise (5 minutes) - Small Group Discussion: Students share their initial thoughts on their personal brand and get feedback from their peers.
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students. Homework: Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies.



	<p style="text-align: center;">Suggested Readings:</p> <p>https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Evaluation</p> <ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples:<ul style="list-style-type: none">-What are the three most important elements of a personal brand?-Why is authenticity crucial in personal branding?2. Short quiz on key personal branding concepts.3. Q&A session to address any doubts or questions. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 1.2	Course Name: Personal Branding and Image management Topic: Historic evolution of personal branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the historical roots of personal branding. b. Trace the evolution of personal branding from ancient practices to the modern era. c. Identify key figures and events that have shaped the concept of personal branding.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -What is the first thing that comes to mind when you think about "branding"? Did it always mean what it means today? -Do you think people have always been concerned about their image and reputation? 2. Development (30 minutes) -Ancient Roots: Discuss early forms of personal branding: Craftsmen's marks, family crests, reputation in communities, storytelling traditions, the concept of "good name" or honor. -The Rise of Celebrity: Explore the emergence of public figures and their carefully cultivated personas. -The Industrial Revolution and Mass Media: - The Digital Age and Social Media: 3.Exercise (5 minutes) Timeline Activity: Students work in small groups to create a timeline of key events and figures in the history of personal branding. This can be done on a whiteboard or using digital tools.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students. 2. Homework: -Students research a historical figure whose personal brand they find interesting and write a short analysis of their strategies. 3. Suggested Readings: - <i>The History of Branding</i> (or similar book/article) -Articles on the evolution of marketing and public relations. Biographies of influential figures whose personal



	<p>brandswere carefully crafted.</p> <p>https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Evaluation</p> <ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples:<ul style="list-style-type: none">-What are some key differences between personal branding in the past and personal branding today?-Why is it important to understand the history of personal branding?-How has technology changed the way we think about personal branding?2. Short quiz on key historical figures and events related to personal branding.3. Q&A session to address any doubts or questions. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 1.3	Course Name: Personal Branding and Image management Topic: Significance of Personal Branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the historical roots of personal branding. b. Trace the evolution of personal branding from ancient practices to the modern era. c. Identify key figures and events that have shaped the concept of personal branding.
Teaching Aids (if any)	a. ICT
Teaching Development	Introduction (5 minutes) Ask questions: -What comes to mind when you hear the term "personal brand"? -Why do you think personal branding is important? -Do you think people have always been concerned about their image? Development (30 minutes) -Ancient Roots: -The Rise of Celebrity: -The Industrial Revolution and Mass Media: -The Digital Age and Social Media: -Key Figures and Milestones: -Highlight individuals who have contributed to personal branding thought and practice (e.g., Dale Carnegie, and later, figures like Tom Peters who popularized the term "personal brand"). -Discuss important events or publications (e.g., the rise of public relations as a profession). Exercise (5 minutes) - Timeline Activity: Students work in small groups to create a timeline of key events and figures in the history of personal branding.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students. 2. Homework: • Students research a historical figure whose personal brand they find interesting and write a short analysis. • Encourage students to think about how the history relates to their own brand development.



	<p>3. Suggested Readings: <i>The History of Branding</i> (or similar book/article) Articles on the evolution of marketing and public relations. Biographies of influential figures. https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (What, Why, How?). Examples:</p> <ol style="list-style-type: none">1. What are some key differences between personal branding in the past and present?2. Why is it important to understand the history?3. How has technology changed personal branding? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 1.4	Course Name: Personal Branding and Image management Topic: Brand Identity vs. Brand Image	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Define and differentiate between brand identity and brand image. b. Understand the components of brand identity. c. Analyze how brand image is formed and influenced.
Teaching Aids (if any)	a. ICT
Teaching Development	<ul style="list-style-type: none">• Defining Brand Identity:<ul style="list-style-type: none">○ Explain: The core values, mission, personality, and visual elements that a brand <i>intends</i> to project to its target audience. It's what the company <i>wants</i> the brand to be.○ Components: Brand values, brand mission, brand personality, visual identity (logo, colors, typography), brand voice, brand story.• Defining Brand Image:<ul style="list-style-type: none">○ Explain: The <i>perception</i> of the brand by the target audience. It's how the audience <i>actually</i> sees the brand. It's shaped by experiences, word-of-mouth, marketing, and other factors.• Key Differences:<ul style="list-style-type: none">○ Brand Identity: Internal, strategic, controlled by the company.○ Brand Image: External, based on perception, influenced by many factors (some outside company control).• Building Brand Identity:<ul style="list-style-type: none">○ Discuss the process of defining brand values, mission, and personality.○ The role of visual identity in communicating the brand.• Managing Brand Image:<ul style="list-style-type: none">○ How is brand image formed? (Customer experiences, advertising, public relations, social media, word-of-mouth).○ The challenges of managing brand image in the digital age.• Importance of Alignment:<ul style="list-style-type: none">○ Explain why it's crucial for brand identity and brand image to be aligned.



	<ul style="list-style-type: none">○ Consequences of misalignment (confusion, distrust, damage to reputation).○ Strategies for achieving alignment. <p>Exercise (5 minutes)</p> <ul style="list-style-type: none">● Brand Analysis: Students analyze a well-known brand, identifying its brand identity (based on available information) and discussing its brand image (based on their own perceptions and experiences).
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework:</p> <ul style="list-style-type: none">● Students choose a brand and analyze its brand identity and brand image, identifying areas of alignment or misalignment.● Encourage students to think about how they can apply these concepts to their own personal brand development. <p>Suggested Readings:</p> <ul style="list-style-type: none">● Books/articles on branding and brand management.● Case studies of successful and unsuccessful brand alignment.
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples:<ul style="list-style-type: none">○ What is the difference between brand identity and brand image?○ Why is it important for a brand's identity and image to be aligned?○ How can a company manage its brand image?2. Short quiz on key concepts.3. Q&A session. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 1.5	Course Name: Personal Branding and Image management Topic: Role of Image Management in Career Development	Course No.: UGAEC-203B
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Objectives	Objectives <ol style="list-style-type: none">At the end of the lesson, the student shall be able to:Define and differentiate between brand identity and brand image in the context of personal branding.Understand the components of personal brand identity.
Teaching Aids (if any)	<ol style="list-style-type: none">ICT
Teaching Development	<p>Introduction</p> <ul style="list-style-type: none">IcebreakerPersonal branding concept introduction <p>II. Defining Brand Identity</p> <ul style="list-style-type: none">ExplanationComponents <p>III. Defining Brand Image</p> <ul style="list-style-type: none">ExplanationKey Differences <p>IV. Building and Managing Your Personal Brand</p> <ul style="list-style-type: none">Building Brand IdentityManaging Brand Image <p>V. Importance of Alignment</p> <ul style="list-style-type: none">ExplanationConsequences of misalignmentStrategies for alignment <p>Exercise (10 minutes)</p> <ul style="list-style-type: none">Personal Brand Audit: Students complete a worksheet to analyze their current personal brand, identifying their strengths, weaknesses, and areas for improvement. They should consider their online presence, communication style, and networking efforts.
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students develop a personal branding plan, outlining their target audience, value proposition, and strategies for building and managing their personal brand.</p>



	<p>Suggested Readings: https://www.youtube.com/watch?v=sq7tR3NMI_ https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<ol style="list-style-type: none">Reflective Questions (What, Why, How?): What are the key components of a personal brand identity? Why is it important to manage your personal brand image? How can you align your personal brand identity and image?Q&A session. Spend 5 minutes to evaluate student assimilation of the lesson contents.



Lesson Plan No. 1.6	Course Name: Personal Branding and Image management Topic: Role of Image Management in Career Development	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Define self-assessment and its importance in personal and professional development. b. Identify and apply various self-assessment techniques. c. Analyze the results of self-assessment and create an action plan for improvement.
Teaching Aids (if any)	a. ICT
Teaching Development	Introduction (5 minutes) <ul style="list-style-type: none">• Icebreaker: Ask students to share a time they learned something new about themselves.• Introduce self-assessment: Explain its definition and its role in personal growth, career planning, and skill development. Emphasize the benefits of understanding one's strengths, weaknesses, values, and interests. II. Types of Self-Assessment (15 minutes) <ul style="list-style-type: none">• Personality Assessments:<ul style="list-style-type: none">○ Explain: Tools that measure personality traits and preferences (e.g., Myers-Briggs Type Indicator (MBTI), Big Five personality traits).○ Discuss: How these assessments can help understand communication styles, work preferences, and leadership potential.• Skills Assessments:<ul style="list-style-type: none">○ Explain: Tools that evaluate existing skills and identify areas for development (e.g., self-inventories, skills tests, 360-degree feedback).○ Discuss: How these assessments can guide training and development efforts and inform career choices.• Values Assessments:<ul style="list-style-type: none">○ Explain: Tools that help identify core values and what is important to an individual (e.g., value card sorts, questionnaires).○ Discuss: How understanding values can lead to greater job satisfaction and a sense of purpose.• Interest Inventories:<ul style="list-style-type: none">○ Explain: Tools that explore interests and passions (e.g., Strong Interest Inventory, Holland Code).○ Discuss: How these assessments can help identify



	career paths and hobbies that align with personal interests.
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students develop a personal branding plan, outlining their target audience, value proposition, and strategies for building and managing their personal brand.</p> <p>Suggested Readings: https://www.youtube.com/watch?v=sq7tR3NMI_ https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>1. Reflective Questions (What, Why, How?):</p> <ul style="list-style-type: none">- What are the benefits of self-assessment?- Why is it important to use multiple self-assessment techniques?- How can you use self-assessment results to create an action plan? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 1.7	Course Name: Personal Branding and Image management Topic: Self assessment techniques	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Define self-assessment and its importance in personal and professional development. b. Identify and apply various self-assessment techniques.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction Ask Questions What is SWOT What are your strengths 2. Development Self-Assessment Techniques -Reflective Journaling: Explain: Regularly writing about experiences, thoughts, and feelings to gain self-awareness. Discuss: Prompts for reflection (e.g., What went well? What could be improved? What did I learn?). -SWOT Analysis: o Explain: Identifying Strengths, Weaknesses, Opportunities, and Threats related to oneself. o Discuss: How to leverage strengths, address weaknesses, capitalize on opportunities, and mitigate threats. -360-Degree Feedback: o Explain: Gathering feedback from multiple sources (supervisors, colleagues, subordinates, clients). o Discuss: How to interpret and use feedback for development. Emphasize the importance of receiving feedback constructively. -Behavioral Event Interviews (BEI): o Explain: A structured interview technique focused on past behavior to predict future performance. o Discuss: How to prepare for BEI questions using the STAR method (Situation, Task, Action, Result). -Online Assessments: o Explain: Various online tools and platforms for self-assessment (e.g., career aptitude tests, personality quizzes). o Discuss: The importance of choosing reputable and



	<p>valid assessments.</p> <p>Exercise (10 minutes) -Students complete a short self-assessment exercise (e.g., a values card sort or a SWOT analysis).</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students develop a personal branding plan, outlining their target audience, value proposition, and strategies for building and managing their personal brand.</p> <p>Suggested Readings: https://www.youtube.com/watch?v=sq7tR3NMI_ https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>1. Reflective Questions (What, Why, How?): - What are the benefits of self-assessment? - Why is it important to use multiple self-assessment techniques? - How can you use self-assessment results to create an action plan?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 1.8	Course Name: Personal Branding and Image management Topic: Goals and values in personal branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Understand the role of values in personal branding. b. Define and set SMART goals for personal brand development. c. Integrate values and goals into a personal brand strategy.
Teaching Aids (if any)	a. ICT
Teaching Development	Introduction (5 minutes) Ask Questions - "What are some qualities you admire in professionals you look up to?" (Write answers on the board - likely values will emerge). - "If you could describe your ideal career in one sentence, what would it be?" (This starts thinking about goals). Development (30 minutes) • Values in Personal Branding: - Explain: How core values guide actions, decisions, and communication, contributing to a genuine personal brand. - Discuss: The importance of identifying and prioritizing personal values. - Activity: Brainstorming common values and discussing their relevance in different professional contexts. • Goal Setting for Personal Branding: - Explain: The importance of setting clear and measurable goals for personal brand development. - Discuss: The SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound) for goal setting. Exercise (5 minutes) Students identify their top three core values and begin developing one SMART goal related to their personal brand.
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students. Homework: Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies.



	<p>Suggested Readings:</p> <p>https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D. , & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
<p>Evaluation</p>	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?):<ul style="list-style-type: none">- Why are values important in personal branding?- How can you use the SMART framework to set personal branding goals?2. Review of student-developed goals (informal feedback).3. Q&A session. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 1.9	Course Name: Personal Branding and Image management Topic: Types of Goals and value alignment with goals	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Understand the role of values in personal branding. b. Define and set SMART goals for personal brand development. c. Integrate values and goals into a personal brand strategy.
Teaching Aids (if any)	a. ICT
Teaching Development	<p>Introduction (5 minutes) Ask Questions</p> <ul style="list-style-type: none">- "What are some qualities you admire in professionals you look up to?" (Write answers on the board - likely values will emerge).- "If you could describe your ideal career in one sentence, what would it be?" (This starts thinking about goals). <p>Development (30 minutes)</p> <ul style="list-style-type: none">• Types of Personal Branding Goals:<ul style="list-style-type: none">- Explain: Various goals related to personal branding, such as:<ul style="list-style-type: none">▪ Increasing visibility and reach.▪ Building credibility and expertise.▪ Expanding professional network.▪ Attracting specific opportunities (e.g., job offers, collaborations).▪ Improving communication skills.<p>Discuss: Examples of SMART goals for each type.</p>• Integrating Values and Goals:<p>Explain: How to align personal branding goals with core values. Discuss: The importance of ensuring that personal brand activities reflect both values and goals.</p> <p>Exercise (5 minutes)</p> <p>Students identify their top three core values and begin developing one SMART goal related to their personal brand.</p>
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students.



	<p>Homework: Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies. Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D. , & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
<p>Evaluation</p>	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?):<ul style="list-style-type: none">- Why are values important in personal branding?- How can you use the SMART framework to set personal branding goals?2. Review of student-developed goals (informal feedback).3. Q&A session. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.1	Course Name: Personal Branding and Image management Topic: Elements of personal branding	Course No.: UGAEC-203B
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Objectives	<ol style="list-style-type: none">At the end of the lesson, the student shall be able to:Understand the concept of personal branding.Identify the key elements of a strong personal brand.Recognize the importance of personal branding in professional success.Begin developing a personal brand strategy.
Teaching Aids (if any)	<ol style="list-style-type: none">ICT
Teaching Development	<p>1. Introduction Ask questions:</p> <ul style="list-style-type: none">What comes to mind when you hear the term "personal brand"?Why do you think personal branding is important in today's world?Can you think of someone who has a strong personal brand? What makes it effective? <p>2. Development Defining Personal Branding:</p> <ul style="list-style-type: none">Provide a clear definition: "Personal branding is the process of crafting and projecting your unique identity, skills, values, and experiences to create a positive and lasting impression on others."Emphasize that it's about being authentic and intentional. <p>Key Elements of a Strong Personal Brand:</p> <ul style="list-style-type: none">Clarity: Understanding your values, skills, passions, and target audience.Consistency: Presenting yourself consistently across all platforms (online and offline).Authenticity: Being genuine and true to yourself. Don't try to be someone you're not.Visibility: Making yourself known to your target audience.Value: Clearly communicating the value you bring. <p>3. Exercise Personal Brand Brainstorm: Students individually brainstorm their key skills, values, and passions. They should also consider their target audience (who they want to reach). Pair-Share: Students pair up and share their initial thoughts on their personal brand. They provide constructive feedback</p>



	to each other.
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework:</p> <ul style="list-style-type: none">- Students should refine their personal brand brainstorm and begin drafting a personal brand statement. <p>https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples:<ul style="list-style-type: none">-What are the three most important elements of a personal brand?-Why is authenticity crucial in personal branding?2. Short quiz on key personal branding concepts.3. Q&A session to address any doubts or questions. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.2	Course Name: Personal Branding and Image management Topic: Effective personal branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Understand the concept of personal branding. b. Identify the key elements of a strong personal brand. b. Begin developing a personal brand strategy.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction Ask questions: <ul style="list-style-type: none">- What comes to mind when you hear the term "personal brand"?- Can you think of someone who has a strong personal brand? What makes it effective? 2. Development - Examples of Effective Personal Brands: <ul style="list-style-type: none">- Showcase diverse examples (e.g., a successful entrepreneur, a respected academic, a social activist).- Analyse what makes their brands effective: What are their key messages?- How do they present themselves? What value do they offer?- Building Your Personal Brand: Discuss various platforms and channels for building a personal brand:<ul style="list-style-type: none">- Online presence (LinkedIn, personal website, social media)- Networking events- Content creation (blogging, articles, videos)- Speaking engagements- Professional associations 3. Exercise Pair-Share: Students pair up and share their initial thoughts on their personal brand. They provide constructive feedback to each other.
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students. Homework Students should refine their personal brand brainstorm and begin drafting a personal brand statement.



	<p>Encourage students to research individuals whose personal brand they admire and analyse their strategies.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>Research A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples:<ul style="list-style-type: none">-What are the three most important elements of a personal brand?-Why is authenticity crucial in personal branding?2. Short quiz on key personal branding concepts.3. Q&A session to address any doubts or questions. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 1.1	Course Name: Personal Branding and Image management Topic: Elements of personal branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of personal branding. b. Identify the key elements of a strong personal brand. c. Recognize the importance of personal branding in professional success. d. Begin developing a personal brand strategy.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -What comes to mind when you hear the term "personal brand"? -What are the elements of personal branding? -Why do you think personal branding is important? 2. Development (30 minutes) -Discuss the key elements of a strong personal brand: -Provide examples of individuals with effective personal brands and analyze what makes them successful. (e.g., Oprah Winfrey, Elon Musk, Malala Yousafzai – choose examples relevant to your students). -Discuss the various channels and platforms for building a personal brand (e.g., LinkedIn, social media, networking events, blogs, speaking engagements). 3. Exercise (5 minutes) -Small Group Discussion: Students share their initial thoughts on their personal brand and get feedback from their peers.
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students. Homework: Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies. Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i> , 60(5),



	657-666. Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i> , 119-138.
Evaluation	Evaluation 1. Reflective Questions (What, Why, How?). Examples: -What are the three most important elements of a personal brand? -Why is authenticity crucial in personal branding? 2. Short quiz on key personal branding concepts. 3. Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.



Lesson Plan No. 2.4	Course Name: Personal Branding and Image management Topic: Social Media Management for Personal Branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Understand the role of social media in personal branding. b. Identify key social media platforms relevant for personal branding. b. Develop strategies for effective social media content creation. c. Learn best practices for managing social media presence.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction Ask questions: -Which social media platforms do you use regularly? - How do you think social media can be used to build a personal brand? - Have you seen examples of individuals using social media effectively (or ineffectively) for their personal brand? 2. Development Social Media and Personal Branding: -Explain the connection: Socialmedia provides a powerful platform to showcase your skills, values, and personality, reaching a wide audience. -Emphasize the importance of a strategic approach: It's not just about being present on social media, but about using it strategically to achieve your personal branding goals. Key Social Media Platforms: - Discuss the strengths and weaknesses of different platforms (e.g., LinkedIn for professional networking, Instagram for visual storytelling, Twitter for thought leadership, etc.). - Guide students to identify which platforms are most relevant for their target audience and personal brand goals. • Examples of Effective Social Media Use: <ul style="list-style-type: none">o Showcase examples of individuals who have successfully used social media to build their personal brand. Analyze their strategies – what type of content do they create? How often do they post? How do they engage with their audience? Exercise <ul style="list-style-type: none">• Platform Selection: Students identify the 2-3 social media platforms that are most relevant for their personal brand and



	explain why.
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students should continue to develop their personal brand statements and identify areas for improvement.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Evaluation</p> <ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples:<ul style="list-style-type: none">-What are the three most important elements of a personal brand?-Why is authenticity crucial in personal branding?2. Short quiz on key personal branding concepts.3. Q&A session to address any doubts or questions. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.5	Course Name: Personal Branding and Image management Topic: Creation of content on social media and best practices	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Develop strategies for effective social media content creation. b. Learn best practices for managing social media presence.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction Ask questions: - How do you think social media can be used to build a personal brand? - Have you seen examples of individuals using social media effectively (or ineffectively) for their personal brand? 2. Development Content Creation Strategies: <ul style="list-style-type: none">- Content Pillars- Content Mix- Value-Driven Content- Storytelling Best Practices for Social Media Management: <ul style="list-style-type: none">- Consistency: Maintaining a regular posting schedule.- Engagement: Interacting with your audience – responding to comments, participating in discussions.- Professionalism: Maintaining a professional tone and avoiding controversial or inappropriate content.- Networking: Building relationships with other professionals in your field.- Analytics: Tracking your social media performance to understand what's working and what's not. 3.Exercise <ul style="list-style-type: none">• Platform Selection: Students identify the 2-3 social media platforms that are most relevant for their personal brand and explain why.• Content Ideas: Students brainstorm 3-5 content ideas for each selected platform, aligned with their personal brand and target audience.
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students.



	<p>Homework: Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies. Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Evaluation</p> <ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples: -What are the three most important elements of a personal brand? -Why is authenticity crucial in personal branding?2. Short quiz on key personal branding concepts.3. Q&A session to address any doubts or questions. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.6	Course Name: Personal Branding and Image management Topic: Communication in personal branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Identify different communication styles and their impact. b. Apply active listening techniques. c. Construct clear and concise messages.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions What are the key elements of effective communication? Define communication What are the ways to communicate 2. Development (20 minutes) <ul style="list-style-type: none">- Communication Styles:<ul style="list-style-type: none">o Discuss different styles (Assertive, Passive, Aggressive) with examples.o Highlight the importance of choosing the right style for different situations.- Active Listening:<ul style="list-style-type: none">o Explain the principles of active listening (paying attention, paraphrasing, non-verbal cues).o Demonstrate active listening through role-playing.- Constructing Clear Messages:<ul style="list-style-type: none">o Emphasize clarity, conciseness, and structure in communication.o Provide tips for avoiding jargon and ambiguity.o Discuss the importance of considering the audience. 3. Exercise (15 minutes) Scenario-based Communication: Present realistic scenarios requiring different communication approaches. Students work in small groups to analyze the scenarios and suggest appropriate responses. Groups share their solutions and discuss the rationale behind their choices.
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students.



	<p>Homework: Tell students to find various communication styles with examples Suggested Readings:</p> <p>https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
<p>Evaluation</p>	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples:<ul style="list-style-type: none">-What are the types of communication-Why is communication crucial in personal branding?2. Short quiz on key personal branding concepts.3. Q&A session to address any doubts or questions. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.7	Course Name: Personal Branding and Image management Topic: Verbal and nonverbal communication	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Differentiate between verbal and non-verbal communication. b. Identify various forms of non-verbal cues and their impact. c. Demonstrate effective use of both verbal and non-verbal communication.
Teaching Aids (if any)	a. ICT
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes)<ul style="list-style-type: none">Ask questions:<ul style="list-style-type: none">What is communication?What are the ways to communicate?Can you communicate without speaking?Define communication: The process of conveying information, ideas, or feelings through language or other means.Development (20 minutes)<ul style="list-style-type: none">Verbal Communication:<ul style="list-style-type: none">Discuss the elements of verbal communication: language, tone, clarity, conciseness.Emphasize the importance of choosing appropriate language for the audience and context.Provide examples of effective and ineffective verbal communication.Non-Verbal Communication:<ul style="list-style-type: none">Define non-verbal communication: Communication through body language, facial expressions, gestures, posture, eye contact, appearance, and tone of voice.Discuss various forms of non-verbal cues and their impact on communication.Provide examples and visual aids (pictures/videos) to illustrate different non-verbal cues.Explain how non-verbal cues can complement or contradict verbal messages.Integrating Verbal and Non-Verbal Communication:<ul style="list-style-type: none">Highlight the importance of aligning verbal and non-verbal communication for effective message delivery.Discuss how inconsistencies between verbal and



	<p>non-verbal cues can lead to misinterpretations.</p> <p>3. Exercise Scenario-based Communication: Present realistic scenarios requiring effective communication, focusing on both verbal and non-verbal aspects. Students work in small groups to analyze the scenarios, develop appropriate verbal responses, and identify corresponding non-verbal cues. Groups present their solutions, demonstrating both verbal and non-verbal aspects of their chosen communication style. Class discussion on the effectiveness of different approaches.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students observe real-life interactions and analyze the use of verbal and non-verbal communication. They should bring examples to the next class.</p> <p>Suggested Readings : https://onlinecourses.swayam2.ac.in/imb25_mg85/preview Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666. Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Reflective Questions (What, Why, How?):</p> <ol style="list-style-type: none">1. What are the key differences between verbal and non-verbal communication?2. Why is it important to be aware of non-verbal cues?3. How can you improve your non-verbal communication skills4. Q&A session to address any doubts or questions. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.8	Course Name: Personal Branding and Image management Topic: Target audience identification and analysis	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Define target audience and its importance in communication. b. Identify key characteristics of a target audience. c. Analyze a target audience using relevant criteria.
Teaching Aids (if any)	a. ICT
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> • Ask questions: <ul style="list-style-type: none"> -Why is it important to know who you are communicating with? -Can you communicate effectively with everyone in the same way? -What is a target audience? • Define target audience: The specific group of people that a communication message is aimed at. 2. Development (20 minutes) <ul style="list-style-type: none"> • Importance of Target Audience: <ul style="list-style-type: none"> - Explain why understanding the target audience is crucial for effective communication, marketing, and product development. - Discuss how tailoring messages to the target audience increases engagement and impact. • Identifying Key Characteristics: <ul style="list-style-type: none"> -Demographics (age, gender, location, income, education, occupation) Psychographics (values, interests, lifestyle, personality) -Behavioral characteristics (purchase habits, media consumption, brand loyalty) - Needs and wants (what problems they are trying to solve, what benefits they seek) • Analyzing a Target Audience: <ul style="list-style-type: none"> Introduce methods for analyzing a target audience: • Market research (surveys, focus groups, interviews) • Data analytics (website traffic, social media engagement) • Competitive analysis (understanding the target audience of competitors)



	<ul style="list-style-type: none">• Creating buyer personas (fictional representations of ideal customers)• Discuss the importance of using multiple methods to gain a comprehensive understanding of the target audience. <p>3. Exercise (15 minutes) Target Audience Analysis: Provide students with a hypothetical product or service. Students work in small groups to identify and analyze the target audience for the given product/service. Each group should: Define the key characteristics of their target audience (demographics, psychographics, etc.). Explain why they chose these characteristics. Develop a brief target audience profile or buyer persona. Groups present their findings and discuss their rationale.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students observe real-life interactions and analyze the use of verbal and non-verbal communication. They should bring examples to the next class.</p> <p>Suggested Readings : https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Reflective Questions (What, Why, How?):</p> <ol style="list-style-type: none">1. What is verbal communication2. Why is it important to be aware of non-verbal cues?3. How can you improve your non-verbal communication skills4. Q&A session to address any doubts or questions. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.9	Course Name: Personal Branding and Image management Topic: Target audience identification and analysis	Course No.: UGAEC-203B
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Objectives	At the end of the lesson, the student shall be able to: a. Define Unique Selling Proposition (USP) and its importance in personal branding. b. Identify and articulate their own USP. c. Develop strategies to communicate their USP effectively.
Teaching Aids (if any)	a. ICT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes)<ul style="list-style-type: none">• Ask questions:<ul style="list-style-type: none">-What makes you different from others in your field?-Why should someone choose you over someone else?-What is a USP?2. Development (20 minutes)<ul style="list-style-type: none">• Importance of USP in Personal Branding:<ul style="list-style-type: none">-Explain why a strong USP is crucial for building a successful personal brand.-Discuss how it helps:<ul style="list-style-type: none">• Attract the right opportunities.• Position yourself as an expert.• Increase visibility and recognition.• Build credibility and trust.-Provide examples of individuals with strong, well-defined USPs.• Identifying Your USP:<ul style="list-style-type: none">-Discuss the process of identifying your USP:<ul style="list-style-type: none">▪ Self-reflection: Identifying your skills, strengths, passions, and values.▪ Market research: Understanding the needs of your target audience and what your competitors offer.▪ Analyzing your unique experiences and accomplishments.○ Emphasize the importance of authenticity and relevance in crafting a USP.○ Guide students through brainstorming exercises to identify their potential USPs.• Articulating Your USP:<ul style="list-style-type: none">- Discuss how to articulate a USP clearly and concisely:



	<ul style="list-style-type: none">• Focus on the benefits you offer.• Use strong and memorable language.• Keep it short and easy to understand.• Ensure it aligns with your personal brand and target audience.• Provide examples of effective USP statements. <p>3. Exercise (15 minutes) USP Development: Students work individually or in pairs to develop their own personal USP statements. They should consider: Their skills and strengths. Their target audience. What makes them unique. Students share their USP statements with the class for feedback and discussion.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students refine their USP statements and develop strategies for communicating them effectively (e.g., through their online presence, resume, networking).</p> <p>Suggested Readings : https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Reflective Questions (What, Why, How?):</p> <ol style="list-style-type: none">1. What are the key components of a strong USP?2. Why is it important to have a unique selling proposition in personal branding?3. How can you effectively communicate your USP to your target audience?4. Short quiz on key concepts related to USP and personal branding.5. Q&A session to address any doubts or questions.



	<p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>
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Lesson Plan No. 1.1	Course Name: Personal Branding and Image management Topic: Significance of Digital Footprint in Personal Branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept of a digital footprint. Analyze the impact of digital footprint on personal brand. Identify strategies for managing and optimizing their digital footprint.
Teaching Aids (if any)	<ol style="list-style-type: none"> ICT
Teaching Development	<p>2. Introduction (5 minutes) Ask questions: -What comes to mind when you hear the term "digital foot prints" -Why do you think it is important?</p> <p>3. Development (30 minutes)</p> <p>-Defining Digital Footprint</p> <p>-Types of Digital Footprints: Differentiate between active and passive digital footprints.</p> <ol style="list-style-type: none"> Active: Data intentionally shared (e.g., social media posts, blog articles, online profiles). Passive: Data collected without direct user input (e.g., website cookies, location tracking). <p>- Impact on Personal Brand:</p> <ul style="list-style-type: none"> First Impressions: Potential employers, clients, and collaborators often research individuals online. A positive and professional digital footprint can create a strong first impression. Reputation Management: Negative or inappropriate online content can damage a reputation and hinder career prospects. Credibility and Authority: A well-maintained online presence showcasing expertise and thought leadership can enhance credibility and establish someone as an authority in their field.



	<ul style="list-style-type: none">• Networking and Opportunities: A strong digital footprint can make it easier to connect with others, discover new opportunities, and build a professional network. <p>Exercise (5 minutes)</p> <p>Digital Footprint Audit: Students choose one aspect of their digital footprint (e.g., a specific social media profile) and analyze it based on the concepts discussed. They should identify strengths, weaknesses, and areas for improvement.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students should develop a plan for improving their digital footprint in one specific area. They can also research tools and resources for online reputation management.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview https://www.instagram.com/jeanmarcphoto/reel/DFnPMf1JRNr/ Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666. Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples:<ul style="list-style-type: none">- What are the key differences between an active and a passive digital footprint?- How can a negative digital footprint impact your personal brand? Short quiz on key personal branding concepts. <p>Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 1.1	Course Name: Personal Branding and Image management Topic: Significance of Digital Footprint in Personal Branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of a digital footprint. b. Identify strategies for managing and optimizing their digital footprint.
Teaching Aids (if any)	a. ICT
Teaching Development	2. Introduction (5 minutes) Ask questions: -What comes to mind when you hear the term "digital foot prints" -Why do you think it is important? 3. Development (30 minutes) -Defining Digital Footprint -Strategies for Managing Digital Footprint: Provide practical tips and strategies: <ol style="list-style-type: none">1. Regularly Google Yourself: Monitor what information is available online.2. Optimize Social Media Profiles: Ensure profiles are professional, consistent, and up-to-date. Use appropriate privacy settings.3. Create a Professional Website/Portfolio: Showcase skills, experience, and accomplishments.4. Engage Thoughtfully Online: Be mindful of what you post and share. Avoid controversial or offensive content.5. Manage Online Reviews: Respond to reviews (both positive and negative) professionally.6. Build a Positive Online Presence: Share valuable content, participate in relevant online communities, and network strategically. Ethical Considerations: Discuss the ethical implications of digital footprints, including privacy concerns, data security,



	<p>and the permanence of online information.</p> <p>-Emphasize the importance of responsible online behavior.</p> <p>Exercise (5 minutes)</p> <p>Digital Footprint Audit: Students choose one aspect of their digital footprint (e.g., a specific social media profile) and analyze it based on the concepts discussed. They should identify strengths, weaknesses, and areas for improvement.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students should develop a plan for improving their digital footprint in one specific area. They can also research tools and resources for online reputation management.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview https://www.instagram.com/jeanmarcphoto/reel/DFnPMf1JRNr/ Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666. Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>1. Reflective Questions (What, Why, How?). Examples:</p> <ul style="list-style-type: none">- What are the key differences between an active and a passive digital footprint?- How can a negative digital footprint impact your personal brand? Short quiz on key personal branding concepts. <p>Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 3.3	Course Name: Personal Branding and Image management Topic: Content creation and curation for online platforms	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of a content creation b. Identify strategies for managing and curating online content
Teaching Aids (if any)	a. ICT
Teaching Development	<p>1. Introduction Ask questions: -What is content? - How can you create it -Is it important to create good content and why?</p> <p>2. Development</p> <p>Importance of Content: Explain why content is crucial for personal branding:</p> <ul style="list-style-type: none">a. Establishing Expertise: Sharing valuable content demonstrates knowledge and skills.b. Building Credibility: Consistent, high-quality content builds trust and authority.c. Engaging Audience: Compelling content attracts and retains followers.d. Driving Traffic: Content can direct traffic to your website or other online platforms.e. Enhancing Visibility: Content can improve search engine rankings and increase online visibility. <p>3. Content Creation vs. Curation: Clearly differentiate between the two:</p> <ul style="list-style-type: none">a. Content Creation: Producing original content (e.g., writing blog posts, creating videos, designing infographics).b. Content Curation: Discovering, organizing, and sharing relevant content from other sources (e.g., sharing articles, retweeting posts, creating playlists).



	<p>4. Developing a Content Strategy: Guide students through the process:</p> <ul style="list-style-type: none">a. Define Target Audience: Identify who you are trying to reach with your content.b. Set Goals: Determine what you want to achieve with your content (e.g., build brand awareness, generate leads, establish thought leadership).c. Choose Content Platforms: Select the platforms that are most relevant to your target audience (e.g., LinkedIn, Twitter, Instagram, personal blog).d. Content Pillars: Identify key themes or topics that align with your personal brand and target audience interests.e. Content Calendar: Create a schedule for content creation and curation to ensure consistency. <p>3. Exercise (5 minutes)</p> <p>Content Brainstorming: Students brainstorm 5 content ideas related to their personal brand, considering both content creation and curation possibilities. They should identify the target audience for each idea and the platform where it would be most effective.</p>
<p>Closure</p>	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students should develop a plan for improving their digital footprint in one specific area. They can also research tools and resources for online reputation management.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview https://www.instagram.com/jeanmarcphoto/reel/DFnPMf1JRNr/ Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666. Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-</p>



	138.
Evaluation	<p>1. Reflective Questions (What, Why, How?). Examples:</p> <ul style="list-style-type: none">- Why is content important for personal branding?- What are the key differences between content creation and curation?- What are some effective techniques for creating engaging content? <p>Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 3.4	Course Name: Personal Branding and Image management Topic: Content creation and curation strategies for online platforms	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of a content creation b. Identify strategies for managing and curating online content
Teaching Aids (if any)	a. ICT
Teaching Development	<p>1. Introduction Ask questions: - What is content? - How can you create it - Is it important to create good content and why?</p> <p>2. Development</p> <p>-Content Creation Techniques: Share practical tips:</p> <ul style="list-style-type: none">- Identify Content Ideas: Brainstorm topics based on your expertise, target audience needs, and current trends.- Create High-Quality Content: Focus on providing value, being informative, and engaging your audience.- Optimize Content for Platforms: Tailor your content to the specific platform you are using (e.g., length, format, tone).- Use Visuals: Incorporate images, videos, and infographics to make your content more appealing. <p>-Content Curation Techniques:</p> <ul style="list-style-type: none">- Identify Reliable Sources: Find authoritative and trustworthy sources of information.- Use Curation Tools: Explore tools like Feedly, Pocket, and Flipboard to organize and manage content.- Add Value to Curated Content: Don't just share links; add your own insights and commentary.- Give Credit to Original Sources: Always attribute



	<p>content to its original creator.</p> <p>Exercise (5 minutes)</p> <p>Content Brainstorming: Students brainstorm 5 content ideas related to their personal brand, considering both content creation and curation possibilities. They should identify the target audience for each idea and the platform where it would be most effective.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students should develop a plan for improving their digital footprint in one specific area. They can also research tools and resources for online reputation management.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview https://www.instagram.com/jeanmarcphoto/reel/DFnPMf1JRNr/ Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666. Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples:<ul style="list-style-type: none">- Why is content important for personal branding?- What are the key differences between content creation and curation?- What are some effective techniques for creating engaging content? <p>Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 3.5	Course Name: Personal Branding and Image management Topic: Online brand image and reputation	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the interconnectedness of online reputation and brand image. b. Identify the key factors influencing online reputation. c. Recognize the importance of proactively managing online brand image.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -"What comes to mind when you hear the term 'online reputation'?" -"How do you think online reviews or social media posts can affect a company's or individual's image?" -"Have you ever looked up someone or a brand online before making a decision? Why?" 2. Development (30 minutes) -Define Online Reputation -Define Brand Image -Explain the Interconnectedness: Key Factors Influencing Online Reputation: 1. Search Engine Results (SERP): How a brand appears in search results. 2. Social Media Presence: Activity, engagement, and sentiment on platforms. 3. Online Reviews and Ratings: Feedback on review sites and platforms. 4. News Articles and Media Coverage: Online mentions, both positive and negative. 5. User-Generated Content (UGC): Comments, posts, and shares by others.



	<p>Importance of Proactive Management: Emphasize the need for actively monitoring and managing online reputation. Ignoring online conversations can lead to reputational damage.</p> <p>3. Exercise</p> <p>Brainstorming: Students brainstorm strategies for managing the online reputation of a hypothetical brand or individual. Divide them into small groups and assign different scenarios (e.g., negative review, social media crisis).</p>
<p>Closure</p>	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
<p>Evaluation</p>	<p>Evaluation</p> <p>1. Reflective Questions (What, Why, How?). Examples:</p> <ul style="list-style-type: none"> -What are the most important factors to consider when managing online reputation? -Why is it crucial for businesses to proactively address negative online reviews? Short quiz on key personal branding concepts. <p>Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



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Lesson Plan No. 3.6	Course Name: Personal Branding and Image management Topic: strategies for building Online brand image and reputation	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand strategies for building online image b. Recognize the importance of proactively managing online brand image.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -"What comes to mind when you hear the term 'online reputation'?" -"How do you think online reviews or social media posts can affect a company's or individual's image?" -"Have you ever looked up someone or a brand online before making a decision? Why?" 2. Development Strategies for Building and Maintaining a Positive Online Presence: <ul style="list-style-type: none">• Monitoring: Using tools to track online mentions and sentiment.• Engagement: Responding to reviews and comments, participating in online conversations.• Content Creation: Sharing valuable and engaging content to build a positive narrative.• Search Engine Optimization (SEO): Optimizing online content to improve search engine rankings.• Social Media Management: Maintaining an active and positive presence on relevant platforms.• Reputation Repair: Addressing negative feedback and resolving customer issues promptly and professionally. Discuss crisis communication strategies.



	<ul style="list-style-type: none">• Building a strong online community: Encourage positive interactions and build relationships with <p>3. Exercise (5 minutes)</p> <p>Brainstorming: Students brainstorm strategies for managing the online reputation of a hypothetical brand or individual. Divide them into small groups and assign different scenarios (e.g., negative review, social media crisis).</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Evaluation</p> <p>1. Reflective Questions (What, Why, How?). Examples:</p> <ul style="list-style-type: none">-What are the most important strategies to consider when managing online reputation?-Why is it crucial for businesses to proactively address negative online reviews? <p>Short quiz on key personal branding concepts. Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



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Lesson Plan No. 3.7	Course Name: Personal Branding and Image management Topic: Ethical Considerations in Self-Promotion and Online Interactions	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: Understand the ethical dilemmas related to self-promotion online. b. Identify and analyze different ethical breaches in online interactions. c. Develop strategies for ethical self-promotion and online communication.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -"What are some potential ethical challenges you foresee in promoting yourself online?" - "Where do you draw the line between effective self-promotion and being perceived as boastful or manipulative?" 2. Development Ethical Considerations in Self-Promotion: <ul style="list-style-type: none">• Honesty and Authenticity: Discuss the importance of representing oneself truthfully and avoiding exaggeration or misrepresentation.• Transparency and Disclosure: When promoting products or services, the importance of disclosing any affiliations or sponsorships. Discuss influencer marketing and its ethical implications.• Respect for Others: Avoiding disparaging or negative comments about competitors or others. Discuss the impact of online bullying and negativity.• Data Privacy: The ethical use of personal data collected online.• Avoiding Misleading Information: Presenting facts accurately and avoiding deceptive marketing tactics. Discuss "fake news" and its impact.• Intellectual Property: Respecting copyright and trademarks. Proper attribution of content. Avoiding plagiarism.• Case Studies: Analyze real-world examples of ethical breaches in online self-promotion (e.g., influencers promoting products without disclosure, individuals



	<p>exaggerating their credentials). Discuss the consequences of these actions.</p> <p>3. Exercise (5 minutes)</p> <p>Scenario Analysis: Divide students into small groups and provide them with different scenarios involving ethical dilemmas in self-promotion or online interactions. * Group Discussion: Students discuss the ethical issues involved in each scenario and propose solutions or best practices. * Class Sharing: Each group shares their analysis and conclusions with the class.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework:</p> <p>Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies.</p> <p>Suggested Readings:</p> <p>https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Evaluation</p> <p>1. Reflective Questions (What, Why, How?). Examples:</p> <ul style="list-style-type: none">-What are the most challenging ethical dilemmas you anticipate facing in your online self-promotion?"- "Why is transparency so crucial in online interactions, especially in influencer marketing?"- "How can you ensure that your online communication is respectful and avoids causing harm to others?"-Why is it crucial for businesses to proactively address negative online reviews? <p>Short quiz on key personal branding concepts.</p>



	<p>Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>
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Lesson Plan No. 3.8	Course Name: Personal Branding and Image management Topic: Ethical Considerations in Self-Promotion and Online Interactions	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the ethical dilemmas related to self-promotion online. b. Identify and analyze different ethical breaches in online interactions. c. Develop strategies for ethical self-promotion and online communication.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -"What are some potential ethical challenges you foresee in promoting yourself online?" - "Where do you draw the line between effective self-promotion and being perceived as boastful or manipulative?" 2. Development <ul style="list-style-type: none">• Honesty and Authenticity• Transparency and Disclosure• Respect for Others• Data Privacy• Avoiding Misleading Information• Intellectual Property• Netiquette and Respectful Communication• Privacy and Confidentiality• Cyberbullying and Harassment• Misinformation and Disinformation• Online Identity and Impersonation 3. Exercise (5 minutes) Scenario Analysis: Divide students into small groups and provide them with different scenarios involving ethical dilemmas in self-promotion or online interactions. * Group Discussion: Students discuss the ethical issues involved in each scenario and propose solutions or best practices. * Class Sharing: Each group shares their analysis and conclusions with the class.
Closure	Summarize the Lesson Learning Outcomes and get



	<p>affirmation from students.</p> <p>Homework: Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
<p>Evaluation</p>	<p>Evaluation</p> <p>1. Reflective Questions (What, Why, How?). Examples:</p> <ul style="list-style-type: none">- "Why is transparency so crucial in online interactions, especially in influencer marketing?-Why is it crucial for businesses to proactively address negative online reviews? <p>Short quiz on key personal branding concepts. Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 3.9	Course Name: Personal Branding and Image management Topic: Netiquettes	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of netiquettes b. Identify and analyze different ethical breaches in online interactions. c. Develop strategies for ethical self-promotion and online communication.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -"What are the most important rules of netiquette in your opinion, and why? How does online communication differ from face-to-face communication, and how does this impact netiquette? -Why is it important to be respectful and considerate online 2. Development Netiquettes include the following <ul style="list-style-type: none">• Respectful Communication• Professionalism• Clarity and Conciseness• Privacy and Confidentiality• Responsibility and Accountability• Appropriate Language and Tone• Avoiding Spam and Unsolicited Content• Following Platform-Specific Guidelines• Empathy and Consideration• Digital Citizenship 3. Exercise (5 minutes) Scenario Analysis: Divide students into small groups and provide them with different scenarios involving ethical dilemmas in self-promotion or online interactions. * Group Discussion: Students discuss the ethical issues involved in each scenario and propose solutions or best practices. * Class Sharing: Each group shares their analysis and conclusions with the class.
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students.



	<p>Homework: Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview https://www.youtube.com/watch?v=CWbtbycHZok https://www.google.com/search?sca_esv=330d60e69ac8c606&q=Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666. Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
<p>Evaluation</p>	<p>Evaluation</p> <ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Examples:<ul style="list-style-type: none">- "Why is transparency so crucial in online interactions, especially in influencer marketing?"- Why is it crucial for businesses to proactively address negative online reviews? <p>Short quiz on key personal branding concepts. Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 4.1	Course Name: Personal Branding and Image management Topic: Ethical Considerations in Self-Promotion and Online Interactions	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: Understand the ethical dilemmas related to self-promotion online. b. Identify and analyze different ethical breaches in online interactions. c. Develop strategies for ethical self-promotion and online communication.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -"What are some potential ethical challenges you foresee in promoting yourself online?" - "Where do you draw the line between effective self-promotion and being perceived as boastful or manipulative?" 2. Development Ethical Considerations in Self-Promotion: <ul style="list-style-type: none">• Honesty and Authenticity: Discuss the importance of representing oneself truthfully and avoiding exaggeration or misrepresentation.• Transparency and Disclosure: When promoting products or services, the importance of disclosing any affiliations or sponsorships. Discuss influencer marketing and its ethical implications.• Respect for Others: Avoiding disparaging or negative comments about competitors or others. Discuss the impact of online bullying and negativity.• Data Privacy: The ethical use of personal data collected online.• Avoiding Misleading Information: Presenting facts accurately and avoiding deceptive marketing tactics. Discuss "fake news" and its impact.• Intellectual Property: Respecting copyright and trademarks. Proper attribution of content. Avoiding plagiarism.• Case Studies: Analyze real-world examples of ethical breaches in online self-promotion (e.g., influencers promoting products without disclosure, individuals



	<p>exaggerating their credentials). Discuss the consequences of these actions.</p> <p>3. Exercise (5 minutes)</p> <p>Scenario Analysis: Divide students into small groups and provide them with different scenarios involving ethical dilemmas in self-promotion or online interactions. * Group Discussion: Students discuss the ethical issues involved in each scenario and propose solutions or best practices. * Class Sharing: Each group shares their analysis and conclusions with the class.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework:</p> <p>Students should continue to develop their personal brand statements and identify areas for improvement. Encourage students to research individuals whose personal brand they admire and analyze their strategies.</p> <p>Suggested Readings:</p> <p>https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Evaluation</p> <p>1. Reflective Questions (What, Why, How?). Examples:</p> <ul style="list-style-type: none">-What are the most challenging ethical dilemmas you anticipate facing in your online self-promotion?"- "Why is transparency so crucial in online interactions, especially in influencer marketing?"- "How can you ensure that your online communication is respectful and avoids causing harm to others?"-Why is it crucial for businesses to proactively address negative online reviews? <p>Short quiz on key personal branding concepts.</p>



	<p>Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>
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Lesson Plan No. 4.2	Course Name: Personal Branding and Image management Topic: Authenticity & Strategic Personal Branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of authenticity in personal branding. b. Learn how to strategically integrate authenticity into their personal brand. c. Recognize the importance of authenticity in building trust and credibility
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -Can authenticity be learned or developed, or is it an inherent trait? - How do you recognize authentic behavior in others? What are the telltale signs? 2. Development <ul style="list-style-type: none">• Defining Authenticity (5 mins):• Facilitate a discussion: "What does authenticity mean to you?" Guide the conversation towards a working definition for personal branding: Being true to oneself, values, beliefs, and unique strengths, while consistently projecting that genuine self to the world.• Debunk Myths: Address common misconceptions about authenticity (e.g., it means being unfiltered, it's static, it's always easy).• The Strategic Advantage of Authenticity (10 mins):• Trust & Credibility: Explain how authenticity fosters trust and credibility, which are essential for building a strong personal brand. Cite examples.• Differentiation: Emphasize how authenticity helps individuals stand out from the crowd and attract the right opportunities.• Long-Term Sustainability: Discuss how building a brand on a foundation of authenticity is more sustainable than trying to maintain a fabricated persona.• Practical Strategies for Building an Authentic Personal Brand• Self-Reflection: Guide students through a brief self-assessment exercise. What are their core values, passions, strengths, and unique experiences?



	<ul style="list-style-type: none"> • Clarity of Purpose: Discuss the importance of defining one's personal brand message and aligning it with their authentic self. • Consistent Communication: Explain how to communicate authentically across different platforms (online and offline). Discuss the importance of aligning verbal and non-verbal communication. • Vulnerability & Imperfection: Address the role of vulnerability in building authentic connections. Explain that it's okay to show imperfections. • Storytelling: Explain how sharing personal stories can connect with an audience on a deeper level and showcase authenticity. • Case Studies & Examples (5 mins): Analyze examples of individuals who have successfully built authentic personal brands. Discuss what makes their approach effective. Show video clips. <p>3. Exercise (10 minutes)</p> <p>Brand Archetype Exploration: Introduce the concept of brand archetypes and have students explore which archetype resonates most with them. How can they express that archetype authentically? (Use online tools if available). "Authenticity Challenge": Present a hypothetical scenario where students need to project their authentic selves in a professional setting (e.g., networking event, job interview). Have them brainstorm specific strategies.</p>
<p>Closure</p>	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Encourage students to identify one specific action they can take this week to enhance the authenticity of their personal brand.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
<p>Evaluation</p>	<p>Reflective Questions (What, Why, How?).</p>



	<p>What does "authenticity" truly mean to you, especially in the context of personal branding?</p> <p>Is it possible to be strategic and authentic at the same time? How do you balance these two seemingly opposing forces?</p> <p>Can authenticity be learned or developed, or is it an inherent trait? How do you recognize authentic behavior in others? What are the telltale signs?</p> <p>Short quiz on key personal branding concepts. Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>
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Lesson Plan No. 4.3	Course Name: Personal Branding and Image management Topic: Strategic Personal Branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of authenticity in personal branding. b. Learn how to strategically integrate authenticity into their personal brand. c. Recognize the importance of authenticity in building trust and credibility
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -What is strategy - name two strategies to build a brand 2. Development <ul style="list-style-type: none">• Practical Strategies for Building an Authentic Personal Brand• Self-Reflection: Guide students through a brief self-assessment exercise. What are their core values, passions, strengths, and unique experiences?• Clarity of Purpose: Discuss the importance of defining one's personal brand message and aligning it with their authentic self.• Consistent Communication: Explain how to communicate authentically across different platforms (online and offline). Discuss the importance of aligning verbal and non-verbal communication.• Vulnerability & Imperfection: Address the role of vulnerability in building authentic connections. Explain that it's okay to show imperfections.• Storytelling: Explain how sharing personal stories can connect with an audience on a deeper level and showcase authenticity.• Case Studies & Examples (5 mins): Analyze examples of individuals who have successfully built authentic personal brands. Discuss what makes their approach effective. Show video clips. 3. Exercise (10 minutes) Authenticity Check-in": What's one thing you're passionate about? How does it connect to your work?



	<p>How can you share it authentically? What's one small step you can take? Share your intention with a friend.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Encourage students to identify one specific action they can take this week to enhance the authenticity of their personal brand.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Reflective Questions (What, Why, How?).</p> <ul style="list-style-type: none">• What's your unique skill?• Who's your ideal audience?• Where do you share your work? <p>Short quiz on key personal branding concepts. Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 4.4	Course Name: Personal Branding and Image management Topic: Social Responsibility and Personal Branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of social responsibility in the context of personal branding. b. Identify the key elements of integrating social responsibility into a personal brand. c. Recognize the importance of ethical considerations in personal branding.
Teaching Aids (if any)	a. ICT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes) Ask questions: What does social responsibility mean to you? How do you think a person's brand can be connected to social responsibility?2. Development<ul style="list-style-type: none">• Define Social Responsibility: Discuss the concept of social responsibility, covering its various aspects (environmental, ethical, community involvement, etc.). Explain how it applies to individuals, not just corporations.• Connecting Social Responsibility to Personal Branding: Explain how integrating social responsibility enhances a personal brand. It builds trust, strengthens reputation, attracts like-minded individuals and opportunities, and creates a positive impact.• Key Elements of Socially Responsible Personal Branding:<ul style="list-style-type: none">○ Authenticity: The social causes a person champions must align with their values and beliefs. Sincerity is crucial.○ Consistency: Demonstrating commitment to the chosen cause through actions and words over time. "Walking the talk" is essential.○ Transparency: Being open and honest about involvement in social causes. Avoid "greenwashing" or performative activism.○ Impact: Focusing on making a real difference rather than just associating with a cause for image enhancement. Measurable impact is important.• Ethical Considerations: Discuss the ethical pitfalls of using social responsibility for personal gain. Emphasize the



	<p>importance of genuine commitment and avoiding exploitation of social issues.</p> <ul style="list-style-type: none">• Examples: Provide examples of individuals with strong personal brands that are effectively linked to social responsibility (e.g., individuals advocating for environmental sustainability, human rights, or education). Analyze their strategies and the impact they have made. Include diverse examples.• Platforms and Channels: Discuss how to communicate social responsibility efforts through various channels (social media, blogs, speaking engagements, community involvement). <p>3. Exercise (5 minutes):</p> <ul style="list-style-type: none">• Brainstorming: Students individually brainstorm social causes they are passionate about and discuss how they could potentially integrate these into their personal brand in an authentic way. Small groups can then share and provide feedback.
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students should identify a social cause they are passionate about and develop a preliminary plan for how they could integrate it into their personal brand ethically and authentically.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Reflective Questions (What, Why, How?).</p> <ul style="list-style-type: none">-What are the key elements of a socially responsible personal brand?-Why is authenticity crucial in integrating social responsibility into a personal brand? <p>Short quiz on key personal branding concepts.</p>



	<p>Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>
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Lesson Plan No. 4.5	Course Name: Personal Branding and Image management Topic: Strategic Personal branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of strategic personal branding and its importance. b. Identify and analyze the key components of a strategic personal brand. c. Develop a preliminary personal branding strategy.
Teaching Aids (if any)	a. ICT
Teaching Development	<ol style="list-style-type: none">1. Introduction (5 minutes) Ask questions: What do you understand by "strategic" personal branding? Why is it important to have a strategic approach to building your personal brand? What are some examples of people with strong strategic personal brands?2. Development<ul style="list-style-type: none">• Defining Strategic Personal Branding:• Explain the difference between general personal branding and strategic personal branding. Strategic implies a plan, goals, and a focused approach.• Discuss the importance of clarity, consistency, and differentiation in a strategic brand.• Key Components of a Strategic Personal Brand:• Identifying Your Unique Value Proposition (UVP):• Explain how to identify your unique skills, experiences, and passions.• Discuss how to articulate your UVP in a clear and compelling way.• Defining Your Target Audience:• Explain the importance of knowing who you want to reach.• Discuss how to identify and understand your target audience's needs and preferences.3. Exercise (5 minutes): Personal Brand Audit:<ul style="list-style-type: none">• Students will individually conduct a brief audit of their current personal brand.• They will identify their strengths, weaknesses, opportunities, and threats (SWOT analysis) related to their personal brand.• Students can then share one strength and one weakness with



	a partner.
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework:</p> <ul style="list-style-type: none">• Students should begin to develop a preliminary personal branding strategy, including their UVP, target audience, and key messaging. <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Reflective Questions (What, Why, How?).</p> <ul style="list-style-type: none">• What are the key components of a strategic personal brand?• Why is it important to define your target audience?• How can you measure the success of your personal branding strategy? <p>Short quiz on key personal branding concepts.</p> <p>Q&A session to address any doubts or questions.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 5.1	Course Name: Personal Branding and Image management Topic: Emerging trends in personal branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the evolving landscape of personal branding and identify emerging trends. b. Analyze the impact of technology and social changes on personal branding. c. Explore and apply new strategies for building a relevant and impactful personal brand in the current environment.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: <ul style="list-style-type: none">• How has personal branding changed in the last few years?• What new technologies or platforms are influencing personal branding?• What are some examples of individuals or brands that are effectively utilizing emerging trends? 2. Development Overview of Emerging Trends: <ul style="list-style-type: none">• Discuss the rapid evolution of personal branding due to digital transformation and shifting cultural norms.• Highlight the importance of adaptability and continuous learning in staying relevant. Key Emerging Trends: <ul style="list-style-type: none">• Authenticity and Vulnerability:<ul style="list-style-type: none">• Discuss the shift from polished perfection to genuine connection.• Explain the power of sharing personal stories and showing vulnerability.• Short-Form Video Content (TikTok, Reels, YouTube Shorts):<ul style="list-style-type: none">• Analyze the impact of short-form video on content consumption and personal branding.• Discuss strategies for creating engaging and impactful short-form videos.• AI and Personalization:<ul style="list-style-type: none">• Explore how AI tools are being used to enhance personal branding (e.g., content creation, analytics, personalization).• Discuss the ethical considerations of using AI.



	<ul style="list-style-type: none">• Niche Communities and Micro-Influencing:• Discuss the rise of niche communities and the power of micro-influencers.• Explain how to build meaningful connections within specific communities.• Emphasis on Values and Social Impact:• Discuss the growing importance of aligning personal brands with social values and contributing to positive change.• Discuss the importance of avoiding performative activism.• The Metaverse and Virtual Presence:• Introduce the concept of the metaverse and its potential impact on personal branding.• Discuss the emerging opportunities for virtual presence and digital identity. <p>3. Exercise (5 minutes): Show examples of individuals and brands effectively utilizing these emerging trends. Analyze their strategies and discuss the key factors contributing to their success. Include diverse examples from various industries.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework:</p> <ul style="list-style-type: none">• Students should research one emerging trend in depth and develop a plan for integrating it into their personal branding strategy. <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Reflective Questions (What, Why, How?).</p> <ul style="list-style-type: none">• What are the key emerging trends in personal branding?• Why is it important to stay updated on these trends?• How can you ethically and effectively integrate these trends



	<p>into your personal brand?</p> <p>Short quiz on key personal branding concepts.</p> <p>Q&A session to address any doubts or questions.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>
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Lesson Plan No. 5.2	Course Name: Personal Branding and Image management Topic: Adapting to changes in technology and society	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the dynamic relationship between personal branding and evolving technology and societal norms. b. b. Analyze the impact of specific technological and societal shifts on personal branding strategies. c. c. Develop strategies for adapting their personal brand to remain relevant and effective in a changing landscape.
Teaching Aids (if any)	a. ICT
Teaching Development	1. Introduction (5 minutes) Ask questions: -How has technology impacted the way we communicate and present ourselves? -What are some significant societal changes that influence how we build our personal brands? -How can we ensure our personal brands remain adaptable and relevant in the face of constant change? 2. Development Understanding the Dynamic Landscape: <ul style="list-style-type: none">• Discuss the concept of constant change and its impact on personal branding.• Emphasize the need for continuous learning, flexibility, and proactive adaptation. Key Areas of Technological and Societal Change: <ul style="list-style-type: none">• Rapid Technological Advancements: Discuss the impact of AI, automation, and emerging digital platforms on personal branding. Analyze the role of data privacy and security in building trust.• Shifting Social Values and Norms: Discuss the increasing emphasis on diversity, inclusion, and social responsibility. Analyze the impact of changing communication styles and preferences.• The Rise of the Gig Economy and Remote Work: Discuss how these trends affect professional networking and personal brand visibility. Explore strategies for building a strong online presence in a remote work environment.• Evolving Consumer Behavior:



	<p>Discuss the impact of personalization and on-demand content on personal brand engagement. Analyze the importance of creating value-driven content that resonates with target audiences.</p> <p>Strategies for Adaptation:</p> <ul style="list-style-type: none">• Continuous Learning and Skill Development: Emphasize the importance of staying up-to-date with emerging technologies and trends. Discuss resources for online learning and professional development.• Building a Flexible and Adaptable Brand Identity: Discuss the importance of having a core brand message that can be adapted to different platforms and audiences. Analyze the need for visual and verbal flexibility.• Leveraging Data and Analytics: Discuss the importance of using data to understand audience behavior and measure brand effectiveness. Analyze the use of analytics tools for optimizing content and engagement.• Building Authentic and Meaningful Connections: Emphasize the importance of building genuine relationships with your audience. Discuss strategies for engaging in meaningful conversations and building community.• Embracing Experimentation and Innovation: Encourage students to try new platforms, content formats, and strategies. Discuss the importance of learning from both successes and failures. <p>3.Exercise (5 minutes)</p> <ul style="list-style-type: none">• Scenario Planning:<ul style="list-style-type: none">○ Students will be given a hypothetical scenario involving a specific technological or societal change.○ They will individually brainstorm strategies for adapting their personal brand to the given scenario.○ Students can then share their ideas with a partner and receive feedback.
<p>Closure</p>	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework: Students should identify one specific technological or societal change and develop a detailed plan for adapting their personal brand to it.</p>



	<p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Reflective Questions (What, Why, How?).</p> <ul style="list-style-type: none">• What are the key technological and societal changes impacting personal branding?• Why is it important to adapt your personal brand to these changes?• How can you develop a flexible and adaptable personal brand? Short quiz on key personal branding concepts. <p>Q&A session to address any doubts or questions.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 5.3	Course Name: Personal Branding and Image management Topic: Challenges in maintaining and evolving personal brand	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Understand the various challenges faced in maintaining and evolving a personal brand. b. Analyze the impact of these challenges on the effectiveness of a personal brand. c. Develop strategies to overcome these challenges and ensure long-term brand relevance.
Teaching Aids (if any)	a. ICT
Teaching Development	<ol style="list-style-type: none">Introduction (5 minutes) Ask questions: -Why is it difficult to evolve a personal brand over time? - How can external factors impact your ability to control your personal brand?Development Consistency vs. Authenticity:<ul style="list-style-type: none">• Discuss the struggle to maintain a consistent image while remaining authentic.• Analyze how perceived inauthenticity can damage a personal brand.• Discuss the importance of core values, and how they should be maintained.Managing Online Reputation:<ul style="list-style-type: none">• Discuss the challenges of monitoring and managing online presence.• Analyze the impact of negative reviews, social media missteps, and online controversies.• Discuss the importance of proactive online presence management.Staying Relevant in a Dynamic Market:<ul style="list-style-type: none">• Discuss the need to adapt to changing industry trends and audience preferences.• Analyze the challenges of keeping skills and knowledge up-to-date.• Discuss the importance of continuous learning.Overcoming Internal Resistance to Change: Discuss the difficulty of pushing past comfort zones.



	<p>3. Exercise (5 minutes)</p> <p>Case Study Analysis:</p> <p>Present a brief case study of a public figure or brand facing a specific challenge.</p> <p>Students will individually brainstorm potential solutions and strategies.</p> <p>Students share their ideas with the class.</p>
Closure	<p>Summarize the Lesson Learning Outcomes and get affirmation from students.</p> <p>Homework:</p> <p>Students should identify three personal challenges they anticipate facing in their own branding efforts and develop action plans for each.</p> <p>Suggested Readings:</p> <p>https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
Evaluation	<p>Reflective Questions (What, Why, How?).</p> <p>What are the most common challenges in maintaining a personal brand?</p> <p>Why is it crucial to address these challenges proactively?</p> <p>How can you develop a resilient and adaptable personal brand?</p> <p>Q&A session to address any doubts or questions.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 5.4	Course Name: Personal Branding and Image management Topic: Ethics in personal branding	Course No.: UGAEC-203B
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Objectives	At the end of the lesson the student shall be able to: a. Identify and analyze different ethical breaches in online interactions. b. Develop strategies for ethical self-promotion and online communication.
Teaching Aids (if any)	a. ICT
Teaching Development	<p>1. Introduction (5 minutes) Ask questions:</p> <p>- "What are some potential ethical challenges you foresee in promoting yourself online?" - "Where do you draw the line between effective self-promotion and being perceived as boastful or manipulative?"</p> <p>2. Development</p> <ul style="list-style-type: none">• Honesty and Authenticity• Transparency and Disclosure• Respect for Others• Data Privacy• Avoiding Misleading Information• Intellectual Property• Netiquette and Respectful Communication• Privacy and Confidentiality• Cyberbullying and Harassment• Misinformation and Disinformation• Online Identity and Impersonation <p>3. Exercise (5 minutes)</p> <p>Scenario Analysis: Divide students into small groups and provide them with different scenarios involving ethical dilemmas in self-promotion or online interactions. * Group Discussion: Students discuss the ethical issues involved in each scenario and propose solutions or best practices. * Class Sharing: Each group shares their analysis and conclusions with the class.</p>
Closure	Summarize the Lesson Learning Outcomes and get affirmation from students. Homework: Students should continue to develop their personal brand statements and identify areas for improvement.



	<p>Encourage students to research individuals whose personal brand they admire and analyze their strategies.</p> <p>Suggested Readings: https://onlinecourses.swayam2.ac.in/imb25_mg85/preview</p> <p>Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic personal branding—And how it pays off. <i>Business Horizons</i>, 60(5), 657-666.</p> <p>Vanderford, N. L. (2017). The “Me Brand”: Tips for Successful Personal Branding. <i>ReSearch A Career Guide for Scientists</i>, 119-138.</p>
<p>Evaluation</p>	<p>Evaluation</p> <p>1. Reflective Questions (What, Why, How?). Examples:</p> <ul style="list-style-type: none">- "Why is transparency so crucial in online interactions, especially in influencer marketing?- Why is it crucial for businesses to proactively address negative online reviews? <p>Short quiz on key personal branding concepts. Q&A session to address any doubts or questions. Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>