



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

CM/MK350 – Personal Marketing: Performance Skills at Work

PROF. BRIAN GROVES

COURSE DESCRIPTION

In today's competitive job market, technical abilities alone might not be enough to stand out professionally. This is why Personal marketing is crucial.

The course Personal marketing: performance skills at work covers a set of strategies aimed at enhancing and showcasing your professional and personal characteristics to help you achieve your career and life goals.

Whether marketing yourself to yourself or to others, using performance skills, consisting of personal competences and interpersonal abilities, can create a positive impact on you and your stakeholders.

Course objectives can be synthesized as follows:

- Bring attention to the role of Personal marketing in the workplace;
- Explore elements of a Personal marketing plan;
- Undertake a skills assessment and a SWOT analysis on the brand 'You';
- Understand the need for ongoing development in today's world of work;
- Develop a Personal marketing plan and deliver an Elevator pitch.

COURSE CONTENTS

- Introduction to Personal marketing
- Performance skills: personal competences
- Performance skills: interpersonal abilities
- Values at work
- Personal marketing plan
- Personal branding
- Reputation management: offline and online
- Preparing and delivering an Elevator pitch

PREREQUISITES

The course is an introduction to Personal marketing using performance skills and does not require any previous knowledge of these subjects. Curiosity towards 'being our best in all we do' will be a facilitating factor in obtaining the most from the sessions.



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METHOD OF TEACHING

Together with online lectures coupled with MS PowerPoint input, the learning process is supported by stimulating experiential learning and interactive coaching exercises, short videos and group discussions, also in chat format.

COURSE REQUIREMENTS

Students are required to:

- a) Attend, as possible, and actively participate in the class lessons;
- b) Watch the lesson recordings and review all material posted on Blackboard in case of non-attendance;
- c) Create, in MS PowerPoint, a five-minute end-of-course presentation, showcasing themselves and what they bring or will bring to the world of work. The presentation should be submitted for viewing during the scheduled 'Class presentations' lessons;
- d) Make and submit a thirty-second Elevator pitch, in .mp4 format, for viewing during the scheduled 'Class presentations' lessons;
- e) Take an end-of-course two-part written exam during the scheduled 'Final exams' lessons.

CREDITS

6 ECTS

GRADING

Engagement with the lessons, in person or via recorded sessions	10% of final grade
Class presentation and Elevator pitch	30% of final grade
Final written exam	60% of final grade

COURSE READINGS AND MATERIALS

Essential reading list:

Groves Brian, Performance skills at work (EDUCatt publication).

Material for the coaching exercises, the course slides and the lesson recordings will be available on Blackboard.

INSTRUCTOR BIO

Brian Groves DipM MCIM Chartered Marketer, CTI-trained Co-Active Coach, Freelance Trainer and Author has supplied to date over 15,000 hours of professional and personal development to a portfolio of corporate and individual clients.

Past clients include: ARCA SGR SpA, Compaq Computer SpA, Credit Suisse First Boston, Dell SpA, Escada Italia Srl, Fideuram Capital SpA and Luxottica Group SpA.



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As an Adjunct Professor, in addition to the online course Personal marketing: performance skills at work, Brian has taught the Università Cattolica's International Curriculum graduate online course Leadership coaching: bringing potential to the stage of work.

Between 2009 and 2018, he taught the postgraduate interfaculty (Arts and Philosophy, Economics) course Training through drama and coaching for work as part of the Università Cattolica's Corso di Laurea Magistrale CIMO offering.

In 2012, as a Visiting Professor, he taught his course at the Pontifical University of John Paul II in Krakow, Poland.

Born in Brighton, England, he started his career in the corporate worlds of London and Brighton, working in finance and banking. Putting aside the suit and tie, he then experienced a different perspective of life as a kibbutz volunteer, based near Haifa, Israel, for six months.

After residing in Milan for many years, he currently lives in Modena, Italy. A passion for music, sport and the theatre, examples of channelling the power of preparation and practice into peak moments of performance, have accompanied him throughout his journey to now.

To date, he has published 20 books uniting coaching, performance and work, plus more recently, inspirational poetry. A keen blogger, Brian's 1,000+ postings regarding professional and personal development can be read at <http://bgdtcoaching.wordpress.com> and feel free to connect with him on Twitter and Instagram: @bgdtcoaching

E-MAIL ADDRESS

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