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## Personal Branding: Impact, Influence and Effectiveness in the Workplace

PROF. STEFANIA VITULLI

### Overview

**Area:** Communication / Human Resources / Cross Cultural Management

**Dates:** 7-17 January

**Campus:** Milan

**Course Number:** IB/CM 340

**Term:** Winter School 2019

**Credits:** 6 ECTS

### Course description

The course provides an overview of how to prepare you for the job market and benefit both your academic performance and your future as a professional. The course is set up to maximize the background, internship or professional past experiences, international experiences to implement the cultural approach and soft and hard skills of each student to focus at best on building the skills needed to land your dream job.

The course presents a path in three steps, that are the three main areas connected to trend topics of employability: soft skills, personal branding building and testing, job interview and professional real-life simulation. At the end of the course, students will be given, in the final exam, the opportunity to put into practice the concepts discussed in the course during one to one mock interviews: a fertile occasion to test in real time acquired professional competencies.

### Prerequisites

None

### Method of teaching

The course is based both on theoretical lectures in order to provide a conceptual framework of the topics described above, and on practical assignments as well as guest speakers and field trips. Reading materials will also be provided online to allow students to explore more in-depth subject matter. Students will be evaluated based on their active participation in class, their effectiveness in the accomplishment of the ongoing assignments, and their ability to analyze and report innovative brand communication case studies.

### Learning outcomes

By the end of the course students are expected to be able to

- To go beyond “traditional” job interviews and job call answers
- To develop personal branding, presentation, public speaking, interviews, assessment competences
- To maximize all study/learning abroad experiences with the transformative purpose to use them as disruptive and distinctive tools during job interviews and different career/study advancement steps.
- To reflect on the new role of cultural and country culture in a global business world



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## Course requirements

Students are expected to comply with the following requirements:

- Regularly attend classes and actively participate to the discussions and debates
- Study in advance the assigned course readings
- Present a group work on a course related subject (group project and presentation)
- Take a final written exam

## Evaluation

Interaction performance	10% of final grade
Midterm Exam <i>Individual presentation + professional jury feedback (academic + professionals)</i>	40 % of final grade
Final Exam: <i>Job interview on a specific job call simulation with professional feedback</i>	50 % of final grade

## Course topics

### **Lesson 1: Why am I here? Dream job: Self knowledge as an inquiry**

Examining what is my self? What is my work? To understand what is my future.

### **Lesson 2: Country Culture**

Mental models, social models and how to “download” new models thanks to your experience abroad

### **Lesson 3: The brand “YOU”**

Executive branding techniques to promote yourself

### **Lesson 4: Group assignment presentation**

### **Lesson 5: Mid-term Exam**

### **Lesson 6/7: Job interview sessions**

- Approach to self presentation and dialogue
- How to find the winning storytelling about the brand “YOU”

### **Lesson 8: How theatre can boost your professional performances**

### **Lesson 9: Focus CV Writing & LinkedIn**

- Main mistakes
- Global formats
- Customisation and pictures



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- Motivation Letters

- Soft-skills and a winning resume

## Lesson 10: Final Exam

### Rules of conduct

**Attendance:** Attendance is mandatory and no absence/s will be excused. One non-medical absence may be allowed only if prior notice is given to both the course instructor and to the International Office (at [international.advisor@unicatt.it](mailto:international.advisor@unicatt.it)). Such absence and the motivation for the absence will have to be properly documented. Failure to provide advance notification for the absence or if the motivation for the absence is deemed not sufficiently substantiated will be considered as a complete absence. An unexcused absence will result in not being admitted to the final exam, and you will therefore be given a Fail, or a 0 (zero), for the final exam. Detailed academic policies will be handed out on the first day of the course.

**Exam Date:** The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email prior to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.

### Bio of instructor

**Stefania Micaela Vitulli** is a communication consultant and journalist. She is adjunct professor of Business Communication, Advertising Management and Corporate Communication at Università Cattolica del Sacro Cuore, Milan. She is research fellow at LabCom, UCSC, and professor and Senior Tutor at the Master in Corporate Communication, UCSC. Her research fields at the moment are sustainability, corporate reputation, CEO branding. She is the author of articles and academic papers on green communication and ecoluxury.