



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

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

PROF. STEFANIA VITULLI

### OVERVIEW

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

**Dates:** 11-29 January

**Campus:** Milan

**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 analyse 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



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

- 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

## 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	40 % of final grade
Final Exam	50 % of final grade

*Midterm Exam:* Individual presentation + professional jury feedback (academic + professionals)

*Final Exam:* Job interview on a specific job call simulation with professional feedback

## Course topics

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

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

### Lesson 2: Country Culture and cross-cultural models

Mental models, social models and how to “download” new models thanks to your experience abroad, from Hofstede to his scholars to their applications.

#### *Bibliography*

1. The Hofstede model: applications to global branding and advertising strategy and research, Marieke de Mooij and Geert Hofstede
2. Personal brand creation in the Digital Age, M. Grzesiak

### Lesson 3: The brand “YOU”

Executive branding techniques to promote yourself:

- Understand one's talent and aspirations
- Understand how Companies and Head Hunters search for candidates
- Know the career paths within the different kinds of Companies: multinationals, private owned, private equity owned, consulting, start-ups etc...



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

- Build a strong "3D personal brand"
- Present and promote one's "personal brand" to the target Companies
- Leverage the social and professional networks to get in contact with Companies, Managers and Head Hunters
- Adapt your profile to the "disruptive economy"
- The Elevator Pitch: how to get in touch with the people that can give you a job in very effective way
- Case studies in Corporate Communication Departments

#### *Bibliography*

1. Clayton Christensen and Others: Disruptive Innovation
2. Vivek Wadhwa: What the legendary Clayton Christensen gets wrong about Uber, Tesla and disruptive economy
3. Exponential Organizations: why new organizations are ten times better, faster and cheaper than yours (and what to do about it) by Salim Ismail. Published by ExO Partners LLC, 2014
4. Small Data by Martin Lindstrom. Published by St. Martin's Press 2016

#### Lesson 4: Group assignment presentation (Midterm exam)

##### Lesson 5: Job interview sessions

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

##### Lesson 6: Company Workshop

- Communication skills and cross-cultural communication skills
- Mediation and conflict resolution
- How do global/local HR approach interviews
- Becoming a global candidate

##### Lesson 7: Focus CV Writing & LinkedIn

- Main mistakes: is the CV still necessary?
- Global formats
- Customisation and pictures
- Motivation Letters
- Soft-skills and a winning resume

#### *Bibliography*

1. Ditch. Dare. Do! 3D Personal Branding for Executives by William Arruda and Deb Dib. Published by TradesMark Press International, 2013
2. Arthur W. Page Society: The new Chief Communication Officer. Transforming enterprises in a changing world – 2016

##### Lesson 8: Public Speaking Workshop

- Generic skills in a business context
- How to create an effective final presentation that would be weight as much for the quality of its delivery as for its content
- Introduction of methodology and techniques of social theatre: the adult's authorial function and its expressive, verbal and non-verbal resources; the metaphors of art as a dramaturgical reservoir; "play" as training for individual and collective creation.



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

### *Bibliography*

Bernardi C., History of communication and entertainment in Italy. Vol. 1: Average to the challenge of modernity), Vita e Pensiero, 2018.

### Lesson 9: Focus Negotiation/Networking

- How to approach negotiation one to one and with teams to get the best results during job interviews and in career advancements
- How to introduce yourself in different scenarios: to share good practices and to experiment the design of communication tools and presentation
- starting from the needs brought by the single participants compared to the different contexts of belonging.
- How to improve the ability to observe the relational dynamics of the group and the communication needs to be implemented in different contexts through the use of theatrical practices: evaluation of expressive performances.

### *Bibliography*

1. Watzlawick P., Beavin J. H., Jackson D.D. Pragmatics of human communication. Study of interactive models, pathologies and paradoxes, Astrolabio, 1997
2. Innocenti Malini G., Carpani R., Playing inclusion; Vita e pensiero, 2019.

### Lesson 10: Final Exam

#### Rules of conduct

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