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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:** 9 - 27 January 2023

**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.

## Course contents

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.

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

## 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.

## 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)



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- Take a final written exam

### Grading

Interaction performance (end of 1 <sup>st</sup> week)	30% of final grade
Midterm (end of 2 <sup>nd</sup> week)	40% of final grade
Final Exam (end of 3 <sup>rd</sup> week)	30 % of final grade

*Interaction performance+Midterm Exam:* Individual/team presentations with professor/professional jury feedback

*Final Exam:* Job interview/assessment simulation with professional feedback

### Course readings and materials (optional+compulsory: all readings and slides uploaded during the course)

1. Clayton Christensen and Others: Disruptive Innovation Optional
2. Vivek Wadhwa: What the legendary Clayton Christensen gets wrong about Uber, Tesla and disruptive economy Optional
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 Optional
4. Small Data by Martin Lindstrom. Published by St. Martin's Press 2016 Optional
5. Ditch. Dare. Do! 3D Personal Branding for Executives by William Arruda and Deb Dib. Published by TradesMark Press International, 2013 Optional
6. Arthur W. Page Society: The new Chief Communication Officer. Transforming enterprises in a changing world – 2016 Compulsory
7. The lecturer's slides, readings and essays for exams and assignments will be posted on Blackboard.

### Rules of conduct

**Attendance:** Attendance is mandatory and no absence/s will be excused. Unexcused absences will prevent students from being admitted to the final exam. In case of health issues, students will need to inform both UCSC International Office (at [international.advisor@unicatt.it](mailto:international.advisor@unicatt.it)) and the professor and provide a medical certificate.

Should students, for Covid-related issues, be prevented from traveling to Milan and taking in-person courses, but still would like to join the program, Università Cattolica will decide on a case by case basis whether or not the student will be authorized to join virtually.

Attendance will still be mandatory for all classes (exceptions to this rule will only be made for students who find themselves in a time zone that complicates live participation and if the course allows for asynchronous access to course content). Students attending live streaming must activate microphone and camera unless otherwise specified by the instructors.

Company visits (when in-person) will be substituted with an alternative academic activity

**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.

### Instructor bio

**Prof. Stefania Vitulli** is a creative consultant and journalist. She is contract professor of Business Communication at Università Cattolica del Sacro Cuore, Milan, where she teaches also Green Communication and Publishing Communication. She is research fellow at LabCom, UCSC, and professor



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and Senior Tutor at the Master in Corporate Communication, UCSC. She is the author of articles and academic papers on green communication and sustainability.

E-mail address: [stefania.vitulli@unicatt.it](mailto:stefania.vitulli@unicatt.it)

## 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...
- 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

### Lesson 5: Job interview sessions

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



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### 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.

#### *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