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Personal Branding: Impact, Influence and Effectiveness in the Workplace

PROF. STEFANIA VITULLI – GABRIELE GHINI – ELISA ROTA – CLAUDIA BARBERIS

OVERVIEW

Area: Communication / Human Resources / Cross Cultural Management

Dates: 7 - 24 January 2025

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)
- Take a final written exam



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Grading

Midterm exam 40% of final grade

Midterm interaction performances 20% of final grade

Final Exams 40 % of final grade

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) 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.

Course Coordinator 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 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

Course topics and Schedule

LESSON - TOPIC

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 – Workplace global scenario

Personal Branding: working on your own talent to meet “your” workplace

- Understand one's talent and aspirations



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- What is Personal Branding?
- Know the career paths within the different kinds of Companies: multinationals, private owned, private equity owned, consulting, start-ups etc...

The Recruitment Process

- Main mistakes: is the CV still necessary?
- Global formats
- Customisation and pictures
- Motivation Letters
- Soft-skills and a winning resume
- Leverage the social and professional networks to get in contact with Companies, Managers and Head Hunters
- Adapt your profile to the "disruptive economy"

MUSEO CAMPARI

Story and fortune of a global brand in the contemporary and past scenario

MIDTERM EXAM

Job Application Strategy cover letter + cv

+ CLASS

Focus on CEO Branding

The brand "YOU": a professional look part 1

Executive branding techniques to promote yourself thanks to look, dress code, interaction and speech in assessments, interviews, professional environment

- Build a strong "3D personal brand"

Present and promote one's "personal brand" to the target Companies

Body, gesture, eye contact: how to maximize physical impact and narrative in a professional environment part 1

Mental models, social models and how to "download" new models by cultural and professional environment to build the effective storytelling

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.

Guest

The recruitment process in a company

The Elevator Pitch: history, goals and technique, how to get in touch with the people that can give you a job in very effective way



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Body, gesture, eye contact: how to maximize physical impact and narrative in a professional environment part 2
Mid-term Performance (Graded, see syllabus) Elevator Pitch
CLASS The brand “YOU”: a professional look part 2 Virtual brand “YOU” focus
Focus LinkedIn + Job interview approach
LinkedIn Profile, Networking Strategy
COMPANY VISIT
FINAL EXAMS <ul style="list-style-type: none">• LinkedIn Profile and networking strategy• The brand “YOU”: a professional look• How to maximize physical impact and narrative in a professional environment