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

PROFS: STEFANIA VITULLI (COORDINATOR) – GABRIELE GHINI – ELISA ROTA – CLAUDIA BARBERIS – CHIARA CANGIALOSI

## OVERVIEW

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

**Dates:** 9 - 26 January 2024

**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



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- Present a group work on a course related subject (group project and presentation)
- Take a final written exam

## Grading

Midterm exams (part 1) 40% of final grade

Midterm exam (part 2) 20% of final grade

Final Exams 40 % of final grade

*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 compulsory 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 adjunct professor of Business Communication at Università Cattolica del Sacro Cuore, Milan, where she teaches also Green



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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](mailto:stefania.vitulli@unicatt.it)

Prof Elisa Rota is an expert in Theatre and Creativity training with youth and adults. She is responsible for external relations and innovation projects in Alchemilla. She was for 11 years the secretary of the international association of children's museums - Hands On International!. She teaches at Università Cattolica del Sacro Cuore.

E-mail address: [elisa.rota@unicatt.it](mailto:elisa.rota@unicatt.it)

Prof. Gabriele Ghini is the CEO of an Executive Search International Company. He is a Senior Executive Search Consultant with about 30 years of experience as Head Hunter for top level positions both at Italian and international level. Contract professor of Personal Branding and Reputation Management at Università Cattolica del Sacro Cuore, Milan. He is author of a book related to the head hunting job, co-author of a book dedicated to the CEO Branding and of several articles about HR issues.

E-mail address: [gabriele.ghini@unicatt.it](mailto:gabriele.ghini@unicatt.it)

## Course topics and Schedule

DATE AND TIME	LESSON - TOPIC	READING/ASSIGNMENT
9 Jan	<p><b>“Build Your Personal Brand”</b> Executive branding techniques to promote yourself thanks to look, dress code, interaction and speech in assessments, interviews, professional environment</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Build a strong "3D personal brand"</li> <li><input type="checkbox"/> Present and promote one's "personal brand" to the target Companies</li> </ul>	<p><b>Posted on BB</b></p>
10 Jan	<p><b>Personal Branding: working on your own talent to meet “your” workplace.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Understand one's talent and aspirations</li> <li><input type="checkbox"/> How to apply for a job and use all the available tools</li> <li><input type="checkbox"/> Know the career paths within the different kinds of Companies: multinationals, private owned, private equity owned, consulting, start-ups etc...</li> <li><input type="checkbox"/> Leverage the social and professional networks to get in contact with Companies, Managers and Head Hunters</li> </ul> <p><b>Focus CV Writing</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Main mistakes: is the CV still necessary?</li> <li><input type="checkbox"/> Global formats</li> <li><input type="checkbox"/> Customisation and pictures</li> <li><input type="checkbox"/> Motivation Letters</li> <li><input type="checkbox"/> Soft-skills and a winning resume</li> </ul>	<p><i>References</i></p> <ol style="list-style-type: none"> <li>1. Clayton Christensen and Others: Disruptive Innovation</li> <li>2. Vivek Wadhwa: What the legendary Clayton Christensen gets wrong about Uber, Tesla and disruptive economy</li> <li>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</li> <li>4. Small Data by Martin Lindstrom. Published by St.</li> </ol>



	<b>The Application Process</b>	Matin's Press 2016
<b>11 Jan</b>	<p><b>Body, gesture, eye contact: how to maximize physical impact and narrative in a professional environment PART 1</b></p> <p>Mental models, social models and how to “upload” 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. From storytelling to story doing.</p>	<p><i>References</i></p> <p>1. The Hofstede model: applications to global branding and advertising strategy and research, Marieke de Mooij and Geert Hofstede 2. Bernardi C., History of communication and entertainment in Italy. Vol. 1: Average to the challenge of modernity), Vita e Pensiero, 2018</p>
<b>12 Jan</b>	<p><b>Midterm Exam on part 1 prof GABRIELE GHINI</b></p> <ul style="list-style-type: none"> <li>• Position(s) to apply for</li> <li>• Application strategy</li> <li>• Motivation letter</li> <li>• CV</li> <li>• Networking</li> </ul>	<b>Posted on BB</b>
<b>15 Jan</b>	<p><b>Body, gesture, eye contact: how to maximize physical impact and narrative in a professional environment part 2</b></p> <p><b>MIDTERM EXAM ON PART 1 prof ELISA ROTA</b></p> <p>Mental models, social models and how to “upload” 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. From storytelling to story doing.</p>	<p><i>References</i></p> <p>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.</p>
<b>16 Jan</b>	<p><b>Personal Branding: working on your own talent to meet “your” workplace</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Understand one's talent and aspirations</li> <li><input type="checkbox"/> What is Personal Branding?</li> <li><input type="checkbox"/> Know the career paths within the different kinds of Companies: multinationals, private owned, private equity owned, consulting, start-ups etc...</li> <li><input type="checkbox"/> Leverage the social and professional networks to get in contact with Companies, Managers and Head Hunters</li> <li><input type="checkbox"/> Adapt your profile to the "disruptive economy"</li> <li><input type="checkbox"/> The Elevator Pitch: how to get in touch with the people that can give you a job in very effective</li> </ul>	<p><i>References</i></p> <p>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</p>



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	<p>way</p> <p><input type="checkbox"/> Case studies in Corporate Communication Departments</p>	<p>Ismail. Published by ExO Partners LLC, 2014</p> <p>4. Small Data by Martin Lindstrom. Published by St. Martin's Press 2016</p>
17 Jan	<p><b>The brand "YOU": a professional look</b></p> <p>Executive branding techniques to promote yourself thanks to look, dress code, interaction and speech in assessments, interviews, professional environment</p> <ul style="list-style-type: none"> <li>• Build a strong "3D personal brand"</li> </ul> <p>Present and promote one's "personal brand" to the target Companies</p>	
18 Jan	<p><b>Build your Brand and Launch Your career with LinkedIn</b></p> <ul style="list-style-type: none"> <li>▪ Why LinkedIn</li> <li>▪ Get Notices: your LinkedIn Profile</li> <li>▪ Your Voice on LinkedIn</li> <li>▪ Launch Your career through LinkedIn: Network and Community</li> <li>▪ Develop your Career: lean new Skills</li> </ul>	<p><b>Posted on BB</b></p>
19 Jan	<p><b>Body, gesture, eye contact: how to maximize physical impact and narrative in a professional environment PART 2</b></p> <p>Mental models, social models and how to "upload" new models by cultural and professional environment to build an effective storytelling</p> <p>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. From storytelling to story doing.</p> <p>***</p> <p><b>Midterm Exam 2 prof GABRIELE GHINI:</b></p> <p><b>Elevator Pitch</b></p>	<p><i>References</i></p> <p>Lifelong Kindergarten</p> <p>Mitchel Resnick (Massachusetts Institute of Technology), MIT Press Ltd, 2018</p> <p>***</p>
22 Jan	<p><b>Reputation Focus</b></p> <p><b>GRADED INTERACTION PERFORMANCE</b></p> <p>A managerial approach on reputation: definition, quantitative and qualitative models and dimension</p>	



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	related, state of the art in markets and global companies. Case studies analysis and interactive tasks in class.	
<b>23 Jan</b>	<b>Company Visit: TRANSEARCH – EXECUTIVE SEARCH COMPANY</b>  HOW THE HEAD HUNTERS WORK AND THE RECRUITMENT PROCESS Inside the mind of a Head Hunter The use of the Key Words How to get noticed by Head Hunters How to develop a long lasting relation with the Head Hunters	
<b>24 Jan</b>	<b>FINAL EXAM prof ELISA ROTA:</b> <b>Body, gesture, eye contact: how to maximize physical impact and narrative in a professional environment</b>	
<b>25 Jan</b>	<b>FINAL EXAM Prof GABRIELE GHINI</b> <ul style="list-style-type: none"><li>- <b>LinkedIn Profile: what makes you Unique</b></li><li>- <b>Networking Strategy</b></li></ul>	