



**PERSONAL BRANDING**  
INTEGRATED MODULE FOR  
ACADEMIC INSTITUTIONS

# SHOWCASE **YOUR** PERSONAL BRAND IMAGE PROFESSIONALLY



## **MOCK INTERVIEW**

With Professionals to present yourself confidently



## **EXPERT FEEDBACK**

On learning outcomes to showcase your work professionally



## **INDUSTRY KNOWLEDGE**

Job roles, salary trends growth hierarchy etc in chosen career stream

## **AIM OF THE MODULE**

The aim of this module is to extend learners self-knowledge within their specialist area and confidently present their personal brand before taking their first flight into the professional world

## **MODULE SUMMARY**

Personal Branding is an exclusive integrated module designed for academic institutions empowering students to evaluate and assimilate their skills based on their chosen career path. Learners prepare themselves for their future roadmap, through detailed self-analysis along with industry research.

The practical approach is powered by mock interviews, self-promotional toolkit and professional portfolio used for interviews and presentations

## **LEARNING OUTCOMES**

- Self Evaluation
- Industry Knowledge
- Career Roadmap (Milestones)
- Self Promotion Strategies
- Personal Branding Toolkit
- Professional Portfolio
- Interview Presentation

## **SKILLS GAINED BY LEARNERS**

- Self Presentation
- Research Techniques
- Analytical Skills
- Survey & Evaluation
- Digital Marketing Basics
- Creating Presentation
- Writing Skills

**PLAN  
PREPARE  
BE READY**



## PERSONAL BRANDING ASSIGNMENTS

### SELF EVALUATION

01. Personal SWOT, need versus want analysis and self image examination

### INDUSTRY RESEARCH

02. Acquire in-depth knowledge about career
03. Identify key roles and personality traits required for proposed career
04. Map technical skills & personality traits with requirements of chosen career  
Career: Specialization, Direction and Aspiration

### CAREER ROADMAP (MILESTONES)

05. Define 3 year career milestones with action plan  
Milestones: Short term goals and Long term goals

### SELF PROMOTION STRATEGIES

06. Analyse and propose strategies for self brand promotion based on self study  
Strategies: Online, offline, conventional and non conventional  
Self Study: Self-evaluation, personality analysis and career roadmap

### PERSONAL BRANDING TOOLKIT

07. Create a self-promotional package aligning proposed strategies  
Self-promotional: Resume, Business Cards, Personal Page, Blog, Vlog etc

### PORTFOLIO PRESENTATION

08. Present a creative & professional portfolio of work for interviews
09. Conduct themselves at interview

## GENERAL FAQs

### What is personal branding?

Personal branding is about executing self-image and reputation management strategies to build a positive image in the industry segment you want to make your career. It's the strategy used to market yourself professionally

### Can personal branding module be implemented for first / second year students?

Yes, however the recommendation is always for the final year students

### What is the learning outcome format of personal branding module?

Personal Branding handbook, videos, print and online collateral

### Who conducts mock interview / debate for students?

Either the institute gets their own experts or we invite professionals

### Can the personal branding module be delivered online?

Yes, depending upon the availability of required IT infrastructure

### What is the implementation cost for the personal branding module?

The implementation cost is divided as:

Training (For 36 Hours)

Evaluation (Per students)

Industry Experts (Hourly Basis)



## IMPLEMENTATION DETAILS

If you are interested in implementing one-of-its-kind personal branding module contact iBrand. We would be glad to meet you personally and support in implementing personal branding in your Institution for benefit of students

### IMPLEMENTATION OPTIONS

- Delivered by iBrand for Students
- Teachers Training (One Time)

### MODE OF LEARNING

Face to Face - Classroom

### MODULE DURATION

Total Sessions: 18

Total Hours: 36

THE CONTENTS OF MODULE  
PLANNED & DESIGNED BY





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