

Санкт-Петербургский филиал федерального государственного
автономного образовательного учреждения высшего образования
«Национальный исследовательский университет
"Высшая школа экономики"»

Факультет Санкт-Петербургская школа
экономики и менеджмента
Департамент менеджмента

**Рабочая программа дисциплины
Маркетинг личности и личный брендинг/ Personal branding as a tool for career**

для образовательной программы
«Экономика впечатлений: менеджмент в индустрии гостеприимства и туризме»
направления подготовки 38.04.02 «Менеджмент»
уровень магистратура

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Утверждена Академическим советом образовательной программы

«__»_____ 2019 г., № протокола _____

Академический руководитель образовательной программы

Санкт-Петербург, 2017

*Настоящая программа не может быть использована другими подразделениями
университета и другими вузами без разрешения подразделения-разработчика
программы.*

Аннотация

Название дисциплины	Маркетинг личности как инструмент профессионального развития		
Образовательная программа	«Экономика впечатлений: менеджмент в индустрии гостеприимства и туризме»		
Тип дисциплины ¹			
Требования к уровню знаний студентов, необходимых для освоения дисциплины (пререквизиты)	Уверенное владение разговорным английским языком (intermediate и выше); базовые знания в области маркетинга, психологии; профорентация.		
Объем з.е.			
Объем в часах	Аудиторная работа	Самостоятельная работа	Всего
	40	20	60
Краткое описание курса	Практический курс направлен на изучение феноменов и технологий персонального брендинга в контексте определения аутентичности и ключевых навыков и компетенций, формирование и продвижение профессионального бренда студентов, а также их личного имиджа		
Образовательные результаты по дисциплине			
Краткое содержание дисциплины	<p>.Задачами овладения дисциплиной являются:</p> <ul style="list-style-type: none"> - получение системы знаний и навыков для понимания индивидуальных и профессиональных конкурентных преимуществ; - применения инструментов самопрезентации в профессиональной сфере, стратегий и технологий для формирования личного бренда; - - изучения и применения методов из различных профессиональных областей (PR и маркетинг, театр и хореография, индустрия моды и красоты, психология) для формирования "Я-бренда". <p>Основное внимание уделяется изучению методов самопрезентации и маркетинга в социальных сетях, а также других инструментов формирования и управления впечатлениями, создания бренда «Я» для продвижения человека в качестве эксперта в области культуры и творческих индустрий.</p> <p>В рамках практического тренинга особое внимание уделяется плану профессионального и личностного развития студентов,</p>		

Notes:

¹ Обязательный/по выбору

	<p>инструментам изучения и тестирования для продвижения личных проектов и экспертных услуг.</p> <p>Результатом курса будет разработка студентами плана своей интеграции в профессиональные сообщества (в тч научного), рабочие группы, сетевые сообщества в области туризма, культурных и творческих индустрий и смежные области (маркетинг, PR).</p>
<p>Образовательные технологии</p>	<p>Основной упор курса сделан на индивидуальную работу, анализ и обсуждение как позитивного, так и негативного опыта формирования «Я бренда».</p> <p>Курс «Персональный брендинг как инструмент для карьеры» состоит из лекций (20 часов), семинаров (20 часов), индивидуальной работы (20 часов) включая тематические исследования, отдельные проекты. Студенты должны обладать аналитическими навыками для выполнения индивидуальных и групповых задач, уметь четко выразить свое мнение.</p>
<p>Формы контроля</p>	<p>Домашние задания, тесты, экзамен</p>
<p>Литература</p>	<p><u>Основная</u></p> <ul style="list-style-type: none"> • «The Excellence Dividend», Tom Peters / «В поисках совершенства», Том Питерс • «The Brand You 50», Tom Peters / «Преврати себя в бренд!», Том Питерс • «The Effective Executive. The Definitive Guide to Getting the Right Things Done», Drucker Peter Ferdinand / «Эффективный руководитель», Питер Фердинанд Друкер • «The Visible Expert», Lee Frederiksen • «Outliers. The story of succes», Gladwell Malcolm / «Гении и аутсайдеры: Почему одним все, а другим ничего?», Малькольм Гладуэлл • «The Road to Recognition», Barry Feldman and Seth Price • «An Actor's Work on a Role», Konstantin Stanislavski, Jean Benedetti / «Актерский тренинг. Учебник актерского мастерства. Работа актера над собой. Работа над собой в творческом процессе воплощения» Станиславский К. С. • Marcus Buckingham Go Put Your Strengths to Work: 6 Powerful Steps to Achieve Outstanding Performance / «К черту недостатки! Как использовать свои сильные стороны» Маркус Бакингом <p><u>Дополнительная</u></p> <ul style="list-style-type: none"> • Mikhail Chekhov “ To the Actor: On the Technique of Acting” / Михаил Чехов «Тайны актерского мастерства» • «Brand Aid. Taking Control of Your Reputation — Before Everyone Else Does», Larry G. Linne, Patrick Sitkins / «Личный

	<p>бренд. Позаботьтесь о вашей репутации прежде, чем это сделают другие», Линн, Ситкинс</p> <ul style="list-style-type: none"> • «Charisma: The Secrets of Making A Lasting Impression», Andrew Leigh / «Харизма. Искусство производить сильное и незабываемое впечатление», Эндрю Лэй • «Vanity Fair: A Novel without a Hero», William M.Thackeray / «Ярмарка тщеславия», Уильям Теккерей • https://www.blackenterprise.com/5-personal-branding-mistakes-avoid-2018/ • https://www.quicksprout.com/the-complete-guide-to-building-your-personal-brand/ • https://www.fastcompany.com/3065169/six-hidden-risks-to-personal-branding • http://madcats.ru/serm/personal-branding/ • https://www.youtube.com/watch?v=5xraTCo-af8 <p>https://www.youtube.com/watch?v=6paltEm2AF4</p>
Преподаватель	

Title of the course	Personal branding as a tool for career		
Title of the Academic Programme	Master's programme "Experience Economy: Management in Hospitality and Tourism"		
Type of the course	Obligatory		
Prerequisites	The course requires knowledge from the course "Strategic management in hospitality and tourism".		
ECTS workload			
Total indicative study hours	Directed Study	Self-directed study	Total
	40	20	60
Course Overview	<p>This practice-oriented course is aimed at studying the phenomena and technologies of personal branding, determining authenticity and key skills and competencies, the formation and promotion of students' professional brand, as well as their personal image.</p> <p>The objectives of mastering the discipline are: obtaining a system of knowledge and skills to apply self-presentation tools in the professional field, study strategies and technologies to form a personal brand, study and apply methods of various professional fields (pr and marketing, theater and choreography, fashion and beauty industry, psychology) to</p>		

	<p>form a "I-brand" specialist.</p> <p>The main focus is on the study self-presentation and social media marketing techniques, and other tools of forming and managing impressions, making up an "I" brand to promote person as an expert in the field of cultural and creative industries.</p> <p>In the framework of practical training, special attention is paid to the persona brand development plan, studying and testing tools for promoting personal projects and expert services.</p> <p>The result of the course will be the students' development of a plan for an integration as a member of a scientific or practical society (both, offline and online), working groups, network communities in the field of tourism, cultural and creative industries and related areas (marketing, PR).</p>				
Intended Learning Outcomes (ILO)	<p>As a result of mastering the discipline, the student must:</p> <ul style="list-style-type: none"> • Understand the purpose of personal branding. • Know the marketing and PR tools applicable to branding. • To be able to use the conceptual and categorical apparatus of the personal brand phenomena; master the main models and technologies for the definition and promotion of the "I-brand" for a professional career. • To gain knowledge, skills and abilities on the use of specific methodologies for developing and promoting personal brand both online (social networks, media) and offline (conferences, presentations, etc.). • Be able to identify the features of individual brand and the purpose of its creation. • Understand how to create an infrastructure of a personal brand and be able to develop a plan for supporting an "I-brand". • Have the skills of systematization and analysis of information, public presentation of personal brand in English. 				
Teaching and Learning Methods	<p>The course "Personal branding as a tool for career" consists of lectures (20 hours), seminars (20 hours), including case studies, individual projects. Students should have analytical skills to work on individual and group tasks, possess the knowledge of academic English and be able to express their opinion in a clear way.</p>				
Content and Structure of the Course					
№	Topic / Course Chapter	Total	Directed Study		Self-directed Study
			Lectures	Tutorials	

1	<u>Introduction.</u> An overview of personal branding.	6	2	2	2
2	<u>Image – reputation – brand:</u> marketing for your personality. (linked to course of Ksenia Kuzmina)	6	2	2	2
3	<u>Personal branding strategies and tactics.</u> Defining yourself. Understand your brand’s unique personality.	6	2	2	2
4	<u>Building personal brand's infrastructure.</u> Social media as a tool. Blogging.	6	2	2	2
5	<u>Be yourself, be a Professional.</u> Personal and professional. Career development. Design the steps for success: creating a maintenance plan for personal brand.	6	2	2	2
6	<u>Hidden Risks to Personal Brand</u>	6	2	2	2
7	<u>Self-presentation toolkit #1:</u> public speaking.	6	2	2	2
8	<u>Self-presentation toolkit #2:</u> personal style.	6	2	2	2
9	<u>Self-presentation toolkit #3:</u> non-verbal techniques in public speaking.	6	2	2	2
10	Course revision	6	2	2	2
Total study hours		60	20	20	20
Indicative Assessment Methods and Strategy		<p>Students’ progress is monitored during the course by:</p> <ul style="list-style-type: none"> - individual homework (six home assignments, based on reading articles, watching videos and analyzing lecture materials). Individual homework assignments are presented in the class. - class work includes: individual and group work at seminars. Students are expected to prepare assigned tasks and be able to participate in discussions in class. - colloquium consists of the individual presentation. <p>At the end of the course there is a final exam (test) which is obligatory for all students.</p> <p>The final grade consists of the following elements:</p>			

	<table border="1"> <tr> <td data-bbox="539 197 855 277">Class work</td> <td data-bbox="855 197 1497 277">30% of the cumulative grade</td> </tr> <tr> <td data-bbox="539 277 855 358">Colloquium</td> <td data-bbox="855 277 1497 358">30 % of the cumulative grade</td> </tr> <tr> <td data-bbox="539 358 855 439">Individual work</td> <td data-bbox="855 358 1497 439">40 % of the cumulative grade</td> </tr> <tr> <td data-bbox="539 439 855 519">Cumulative grade</td> <td data-bbox="855 439 1497 519">50 % of the final grade</td> </tr> <tr> <td data-bbox="539 519 855 564">Final exam</td> <td data-bbox="855 519 1497 564">50% of the final grade</td> </tr> </table>	Class work	30% of the cumulative grade	Colloquium	30 % of the cumulative grade	Individual work	40 % of the cumulative grade	Cumulative grade	50 % of the final grade	Final exam	50% of the final grade
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Cumulative grade	50 % of the final grade										
Final exam	50% of the final grade										
Readings / Indicative Learning Resources	<p><u>Materials (optional):</u></p> <ul style="list-style-type: none"> • «The Excellence Dividend», Tom Peters / «В поисках совершенства», Том Питерс • «The Brand You 50», Tom Peters / «Преврати себя в бренд!», Том Питерс • «The Effective Executive. The Definitive Guide to Getting the Right Things Done», Drucker Peter Ferdinand / «Эффективный руководитель», Питер Фердинанд Друкер • «The Visible Expert», Lee Frederiksen • «Outliers. The story of succes», Gladwell Malcolm / «Гении и аутсайдеры: Почему одним все, а другим ничего?», Малькольм Гладуэлл • «The Road to Recognition», Barry Feldman and Seth Price • «An Actor's Work on a Role», Konstantin Stanislavski, Jean Benedetti / «Актерский тренинг. Учебник актерского мастерства. Работа актера над собой. Работа над собой в творческом процессе воплощения» Станиславский К. С. • Mikhail Chekhov “ To the Actor: On the Technique of Acting” / Михаил Чехов «Тайны актерского мастерства» • Marcus Buckingham Go Put Your Strengths to Work: 6 Powerful Steps to Achieve Outstanding Performance / «К черту недостатки! Как использовать свои сильные стороны» Маркус Бакингом • «Brand Aid. Taking Control of Your Reputation — Before Everyone Else Does», Larry G. Linne, Patrick Sitkins / «Личный бренд. Позаботьтесь о вашей репутации прежде, чем это сделают другие», Линн, Ситкинс • «Charisma: The Secrets of Making A Lasting Impression», Andrew Leigh / «Харизма. Искусство производить сильное и незабываемое впечатление», Эндрю Лэй • «Vanity Fair: A Novel without a Hero», William M. Thackeray / «Ярмарка тщеславия», Уильям Теккерей • https://www.blackenterprise.com/5-personal-branding-mistakes-avoid-2018/ 										

	<ul style="list-style-type: none"> • https://www.quicksprout.com/the-complete-guide-to-building-your-personal-brand/ • https://www.fastcompany.com/3065169/six-hidden-risks-to-personal-branding • http://madcats.ru/serm/personal-branding/ • https://www.youtube.com/watch?v=5xraTCo-af8 • https://www.youtube.com/watch?v=6paltEm2AF4 																								
Indicative Self- Study Strategies	<table border="1"> <thead> <tr> <th>Type</th> <th>+/-</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Reading for seminars / tutorials (lecture materials, mandatory and optional resources)</td> <td>+</td> <td>40</td> </tr> <tr> <td>Assignments for seminars / tutorials / labs</td> <td>+</td> <td>58</td> </tr> <tr> <td>E-learning / distance learning (MOOC / LMS)</td> <td>-</td> <td>0</td> </tr> <tr> <td>Fieldwork</td> <td>-</td> <td>0</td> </tr> <tr> <td>Project work (colloquium)</td> <td>+</td> <td>14</td> </tr> <tr> <td>Other (please specify)</td> <td>-</td> <td>0</td> </tr> <tr> <td>Preparation for the exam</td> <td>+</td> <td>10</td> </tr> </tbody> </table>	Type	+/-	Hours	Reading for seminars / tutorials (lecture materials, mandatory and optional resources)	+	40	Assignments for seminars / tutorials / labs	+	58	E-learning / distance learning (MOOC / LMS)	-	0	Fieldwork	-	0	Project work (colloquium)	+	14	Other (please specify)	-	0	Preparation for the exam	+	10
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Academic Support for the Course	Academic support for the course is provided via LMS, where students can find: guidelines and recommendations for doing the course; guidelines and recommendations for self-study; samples of assessment materials																								
Facilities, Equipment and Software	Not required																								
Special conditions for organization of learning process for students with special needs	<p>The following types of comprehension of learning information (including e-learning and distance learning) can be offered to students with disabilities (by their written request) in accordance with their individual psychophysical characteristics:</p> <ol style="list-style-type: none"> 1) <i>for persons with vision disorders</i>: a printed text in enlarged font; an electronic document; audios (transferring of learning materials into the audio); an individual advising with an assistance of a sign language interpreter; individual assignments and advising. 2) <i>for persons with hearing disorders</i>: a printed text; an electronic document; video materials with subtitles; an individual advising with an assistance of a sign language interpreter; individual assignments and advising. 3) <i>for persons with muscle-skeleton disorders</i>: a printed text; an electronic document; audios; individual assignments and advising. 																								
Course Instructor	Albina Nurgaleeva, expert																								

Intended Learning Outcomes (ILO) Delivering

Programme ILO(s) On successful completion of the programme the student will be able to:	Course ILO(s) On successful completion of the course the student will be able to:	Teaching and Learning Methods for delivering ILO(s)	Indicative Assessment Methods of Delivered ILO(s)
Demonstrate an in-depth knowledge and critical understanding of marketing on different levels	Know own abilities and professional competencies Make self-presentation as an expert in any professional field and as a individuality Have the skills to work with social networks as a platform for visibility	Lectures, seminars, discussions, Q&A sessions with experts, individual and group work.	Discussions, Q&A, presentations, homework, test&exam
Apply the acquired knowledge and skills to develop project concepts, as well as drawing up plans for their implementation and do implementation itself	Apply his knowledge of himself for successful work as a team so individually Analyze features of people and build effective communication	Lectures, seminars, discussions, Q&A sessions with experts, individual and group work, tests.	Discussions, Q&A, presentations, homework, test&exam
Manage projects in creative industry	Know how to choose a role in a team to more effectively complete a professional task	Lectures, seminars, discussions, Q&A sessions with experts, individual and group work, tests.	Discussions, Q&A, presentations, homework, test&exam

Annex 1

Course Content

Lecture 1. Introduction. An overview of personal branding.

An overview of personal branding. Strategic models and techniques for designing your professional image.

Seminar task: Try to determine what is the personal authenticity in general

Homework assignment: Try to determine your personal authenticity (superpower etc). To watch "Forest Gump" movie

Lecture 2. Image – reputation – brand: marketing for your personality.

Strategic models and techniques for designing a professional image.

Seminar task: Try to determine your personal brand: mantra, style, tov etc.

Homework assignment: to read an autobiography/interview of any person who inspires you

Lecture 3. Personal branding strategies and tactics.

Defining yourself. Understand your brand's unique personality.

Seminar task:

Homework assignment:

Lecture 4. Building personal brand's infrastructure.

Social media as a tool. Blogging.

Seminar task: Analyze your presence in social networks

Homework assignment: Make plan of your presentation/visibility in social network

Lecture 5. Be yourself, be a Professional.

Personal and professional. Career development. Design the steps for success: creating a maintenance plan for personal brand.

Seminar task: Analyze your "outside" and "inside" image

Homework assignment: Create A maintenance plan for your brand

Lecture 6. Hidden Risks to Personal Brand

A personal brand is hugely overrated. It suggests that you can advance your career by creating a reputation.

Seminar task: What the common and difference?
Authenticity/Character/Personality/Nature/Image

Homework assignment: Read book and watch video from the list

Lecture 7. Self-presentation toolkit #1 - public speaking

Theatre techniques for public speaking; drama & public speaking.

Seminar task: Performing exercises from the arsenal of acting techniques

Homework assignment: Read the books of Stanislavsky and Chekhov

Lecture 8. Self-presentation toolkit #2 — personal style.

What is personal style, how is it formed? Elements of individual style. Online and offline image.

Seminar task: Analysis of the principles of creating your own style

Homework assignment: Analyze your personal style, how it related with your authenticity?

Lecture 9. Self-presentation toolkit #3 — non-verbal language in public speaking.

Body language, movement and personality, choreography.

Seminar task: Body language comprehension exercises

Homework assignment: Read book and watch video from the list

Lecture 10. Self-presentation toolkit #2

Summary of the course

Seminar task: Q&A session, test

Homework assignment: to prepare for the exam (self brand presentation for 10 minutes)

Annex 2

Assessment Methods and Criteria

Assessment Methods

Types of Assessment	Forms of Assessment	Modules			
		1	2	3	4
Formative Assessment	Individual homework	*			
	Colloquium	*			
	Class work	*			

Summative Assessment	Exam	*			
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Assessment Criteria

In-class Participation (lectures and seminars)

Grades	Assessment Criteria
«Excellent» (8-10)	A critical analysis which demonstrates original thinking and shows strong evidence of preparatory research and broad background knowledge.
«Good» (6-7)	Shows strong evidence of preparatory research and broad background knowledge.
«Satisfactory» (4-5)	Satisfactory overall, showing a fair knowledge of the topic, a reasonable standard of expression. Some hesitation in answering follow-up questions and/or gives incomplete or partly irrelevant answers.
«Fail» (0-2)	Limited evidence of relevant knowledge and an attempt to address the topic. Unable to offer relevant information or opinion in answer to follow-up questions.

Colloquium

Grades	Assessment Criteria
«Excellent» (8-10)	A well-structured, analytical presentation of project work. Shows strong evidence and broad background knowledge. In a group presentation all members contribute equally and each contribution builds on the previous one clearly; Answers to follow-up questions reveal a good range and depth of knowledge beyond that covered in the presentation and show confidence in discussion.
«Good» (6-7)	Clearly organized analysis, showing evidence of a good overall knowledge of the topic. The presenter of the project work highlights key points and responds to follow up questions appropriately. In group presentations there is evidence that the group has met to discuss the topic and is presenting the results of that discussion, in an order previously agreed.
«Satisfactory» (4-5)	Takes a very basic approach to the topic, using broadly appropriate material but lacking focus. The presentation of project work is largely unstructured, and some points are irrelevant to the topic. Knowledge of the topic is limited and there may be evidence of basic misunderstanding. In a group presentation, most of the work is done by one or two students and the individual contributions do not add up.
«Fail» (0-2)	Fails to demonstrate any appropriate knowledge.

Written Assignments (Tests at lectures, Individual work, Written Exam, etc.)

Grades	Assessment Criteria
«Excellent» (8-10)	Has a clear argument, which addresses the topic and responds effectively to all aspects of the task. Fully satisfies all the requirements of the task; rare minor errors occur;
«Good» (6-7)	Responds to most aspects of the topic with a clear, explicit argument. Covers the

	requirements of the task; may produce occasional errors.
«Satisfactory» (4-5)	Generally addresses the task; the format may be inappropriate in places; display little evidence of (depending on the assignment): independent thought and critical judgement include a partial superficial coverage of the key issues, lack critical analysis, may make frequent errors.
«Fail» (0-2)	Fails to demonstrate any appropriate knowledge.

Recommendations for students about organization of self-study

Self-study is organized in order to:

- Systemize theoretical knowledge received at lectures;
- Extending theoretical knowledge;
- Learn how to use legal, regulatory, referential information and professional literature;
- Development of cognitive and soft skills: creativity and self-sufficiency;
- Enhancing critical thinking and personal development skills;
- Development of research skills;
- Obtaining skills of efficient independent professional activities.

Self-study, which is not included into a course syllabus, but aimed at extending knowledge about the subject, is up to the student's own initiative. A teacher recommends relevant resources for self-study, defines relevant methods for self-study and demonstrates students' past experiences. Tasks for self-study and its content can vary depending on individual characteristics of a student. Self-study can be arranged individually or in groups both offline and online depending on the objectives, topics and difficulty degree. Assessment of self-study is made in the framework of teaching load for seminars or tests.

In order to show the outcomes of self-study it is recommended:

- Make a plan for short presentation (up to 5 minutes) which will include topic, how the self-study was organized, main conclusions and suggestions and its rationale and importance.