Syllabus for the course: Introduction to Personal Branding

A course for the undergraduate students of educational program “Media Communications”
Course type: elective (blended)
The part of course: https://www.coursera.org/learn/personal-branding

Course description

Though the concept of personal branding isn't new, questions remain about how to create one and, more importantly, what it means to maintain and inhabit that brand. Learners will:

- Understand both what personal branding means and what it means to inhabit their brand
- Establish themselves on at least three social media platforms
- Create a mission statement for their personal brand
- Build a board of directors for their brand
- Become familiar with the basics of digital security and reputation management
- Create a system for on-going brand maintenance

Join instructor Kimberley R. Barker as she provides a warm, supportive atmosphere in which learners are encouraged to intensively explore themselves in order to create a personal brand that authentically and effectively communicates their values and professional gifts. Together we will build a strong community in which to provide encouragement and feedback, and support each other as learners pursue their goal of successful brand creation.

Course plan

Introduction. An Overview of Personal Branding

The goal of this module is to help you gain an understanding of the basic purpose, benefits, and responsibilities of branding, and to begin the process of defining your values, gifts, and goals. If you have questions, don't hesitate to get in touch: Kimberley@virginia.edu; @KR_Barker (Twitter).

Building your Brand's Infrastructure

Like any other construction project, infrastructure is absolutely key to the successful creation of your brand. In this module, we'll discuss key elements including authenticity, your mission statement, and why you should incorporate your photo into your brand.


Your Brand & Social Media. When it comes to social media platforms, you have lots of choices. At the end of this lesson, you will have identified three platforms that best fit your brand.

Creating your Brand's Maintenance Plan

This module focuses on the pros and cons (and nuts and bolts) of creating a maintenance plan for your brand.

Your Online Identity: How reputation and digital privacy affect your Brand.
Reading list

a. Required


b. Optional


Grading system

Cumulative grade according to 10-point system includes all the for required assignments. The cumulative grade will be determined in advance of the final exam. It includes percentages for the various activities as follows:

- Quiz Why Branding? - 50%
- Quiz Reputation Management - 30%
- Quiz on Digital Privacy - 20%

When converting the grade into a 10-point grading system to determine the final result, the following formula will be applied.

Final grade is formed as follows:

- Cumulative grade – 80%;
- Final exam – 20 %.

The final exam contains questions studied during online course.

Special Equipment and Software Support

Special equipment is not required.