

# Universidad San Jorge

## PERSONAL BRANDING

### Teaching Guide Course



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## **PERSONAL BRANDING COURSE**

ECTS Credits: 3

Total hours: 75	Classroom Activities: 32	Individual Study 43
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### **Presentation:**

In today's digital environment, the growing use of various social networks and online platforms linked to personal branding is increasingly evident. A simple CV is no longer enough to stay competitive in the job market. The course Personal Branding I addresses, from a pedagogical, practical, and functional perspective, the various aspects surrounding the need to manage one's personal brand in a professional context.

### **Teaching and Learning Methodologies and Activities**

- Theory sessions: Lectures based on theoretical content from the social sciences, with special attention to authors from advertising, public relations, philosophy, psychology, and personal development.
- Practical sessions: Various group and individual practical exercises will be carried out based on the theory taught in lectures. Some exercises will take place during class, while others will be done independently by students.
- Tutorial sessions: Group or individual tutoring sessions will reinforce learning, allowing for student follow-up or additional support if needed.

### **Objectives**

- Create a professional personal brand.
- Learn how to manage a personal brand.
- Be able to use social media effectively for personal branding.
- Understand the fundamentals of personal development through personal branding.

### **Learning Outcomes**

- R01: Understand the core concept of personal branding.
- R02: Practice the basics of personal branding on an individual level.
- R03: Identify different stages of personal branding.
- R04: Apply personal branding to social networks.
- R05: Understand the relationship between personal branding and personal development.

## Course Content

### **Unit 1: Origins of Personal Branding**

- 1.1. What is Personal Branding? Origin and evolution
- 1.2. Elements of personal branding (identity, image, and brand value)
- 1.3. Philosophy of identity: Who am I? What do I want to project?
- 1.4. Individual practice

### **Unit 2: Strategy and Tools for Personal Branding**

- 2.1. Visual Identity Construction
- 2.2. Storytelling: How to connect with your audience
- 2.3. Case Studies in Personal Branding
- 2.4. Individual practice

### **Unit 3: Digital Platforms for Personal Branding**

- 3.1. Social Media: LinkedIn, Instagram, YouTube
- 3.2. Social Media practice
- 3.3. Individual practice

## Table Content

Week	Date	Unit	Classroom Sessions	Hours	Individual Study Activities	Hours
1	08/09/2025	U.1.	Teaching Guide + Lecture	2	Teaching Guide study	1
2	15/09/2025	U.1.	Lecture	2	Readings	3
3	22/09/2025	U.1.	Flip. Classr.	2	Work prep.	3
4	29/09/2025	U.1.	Lecture	2	Study	1
5	06/10/2025	U.1.	Lecture	2	Study	1
6	13/10/2025	U.1.	Lecture	0	Study	1
7	20/10/2025	U.2.	Flip. Classr.	2	Work prep.	1
8	27/10/2025	U.2.	Lecture	2	Work prep.	2
9	03/11/2025	U.2.	Lecture	2	Work prep.	2
10	10/11/2025	U.2.	Debate	2	Study	1
11	17/11/2025	U.2.	Lecture	2	Readings	2
12	24/11/2025	U.2.	Lecture	2	Readings	1
13	01/12/2025	U.2.	Ind.Work	2	Work prep.	2
14	08/12/2025	U.3.	Ind.Work	0	Work prep.	2
15	15/12/2025	U.3.	Ind.Work	2	Work prep.	2
16	22/12/2025	U.3.	Ind.Work	2	Study	3
17	29/12/2025			0		
18	05/01/2026			0		
19	12/01/2026	U.3.	Oral Present.	2	Work prep.	15
20	19/01/2026		Exam Period	1		
21	26/01/2024		Exam Period	1		
				32		43

## Evaluation System

The course will be divided into three modules. All modules will have a primarily theoretical and practical nature, so the course will be developed in a transversal and multidisciplinary manner.

### Specific assessment criteria

Several in-person group assignments will be carried out, addressing various issues derived from the theoretical content delivered during the lectures. These will fall into the following categories:

- a) Flipped Classroom: A series of group sessions in which the instructor will assign each team a topic related to Personal Branding to research. Each team will then present their findings as if they were expert instructors in the field. These sessions will account for 20% of the final course grade.
- b) Debate: Group sessions where various examples of Personal Branding will be presented and discussed, evaluating their strengths and weaknesses. The aim is to encourage reflective thinking and the sharing of information before expressing a position. These sessions will account for 10% of the final course grade.

Similarly, two types of individual activities will be proposed, as follows:

- a) Readings and case studies: Students will complete readings and analyze successful Personal Branding case studies. Completion and submission of these tasks will contribute 20% to the final course grade.
- b) Personal Branding project: Throughout the course, each student will keep a journal as a tool for personal exploration, applying everything learned from theory, debates, and readings, in order to create a strategic personal branding project. This project will represent 50% of the final evaluation and may involve both analog methods (paper, watercolors, paints, etc.) and digital formats (video, social media content, etc.).

### Calculation of final mark

Group coursework: 30%
Individual coursework: 20%
Personal Branding project: 50%
Total: 100%

## **Bibliography**

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- LONG, S. *LinkedIn for Personal Branding*, Hybrid Global Publishing, Nueva York, 2021.
- MARTÍN, R. *El poder de tu marca personal*, Bubok Publishing, Madrid, 2019.
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- SORDELL, A. *The Personal Branding Playbook*, Capstone Publishing, Oxford, 2024.
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