

COMM 3046 PERSONAL BRANDING STRATEGIES: BUILD AND MANAGE YOUR CAREER PROFILE

Credit Points 10

Legacy Code 102780

Coordinator Kristen Marshall ([https://directory.westernsydney.edu.au/search/name/Kristen Marshall/](https://directory.westernsydney.edu.au/search/name/Kristen%20Marshall/))

Description A strong personal brand can open doors to career opportunities, promotions and partnerships in all industries. This unit is essential for anyone who wants to propel their career, build a reputation, capitalise on opportunities and stand out to future employers. Using user-centred theories and approaches, we'll teach you how to create a personal brand aligned to your values and goals in a way that engenders confidence, trust and credibility. You'll learn the skills to network so you can connect with and leverage the influencers who can accelerate your reputation. How to build and showcase your brand, both online and offline, and how to manage it over time. How to craft short talks and presentations (based on the philosophies and techniques of TED), to inspire your audience to action. This unit is recommended for all students, regardless of discipline.

School Humanities & Comm Arts

Discipline Communication and Media Studies, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Incompatible Subjects COMM 2049 - Personal Branding Strategies Build and Manage Your Career Profile

Restrictions Successful completion of 80 credit points. Please note that this subject is recommended for all students, regardless of discipline.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Critically analyse and evaluate key characteristics of strong personal brands.
2. Apply research and communication skills to develop an authentic personal brand.
3. Craft a communications plan to present a clear and consistent message, both online and offline.
4. Create the personal brand components which best demonstrate your brand in your field.
5. Learn how to evaluate and evolve a personal brand over time.

Subject Content

Module 1: Introduction to personal branding

This module introduces the concept of personal branding, and explores its importance in the workplace of the future. We examine strong

personal brands in a range of industries, and explore the differences in how those individuals achieve impact.

Module 2: Wayfinding

This module encourages students to explore their goals, beliefs and values concerning work, life and career. Students work through a series of exercises to ideate their future, clarifying what makes them feel fulfilled, engaged and empowered. This is an essential stage in working towards creating an authentic personal brand.

Module 3: Prototyping your brand

This module presents students with ways to create a prototype of their personal brand. Prototyping is an integral part of design thinking, and students will be encouraged to gather information and 'test out' a version of a potentially interesting future. Students will collaborate with external mentors in this module.

Module 4: Communicating your brand

This module focuses on the most effective online and offline channels in which to develop a visible presence (for example, websites, blogs, podcasts, social networks, events, presentations). Students will I

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Quiz	15 minutes (per Quiz)	20	N	Individual
Self-Assessment	3 sets of worksheets (250 words each)	10	N	Individual
Portfolio	2500 words: Plus Evidence (social media pages, posts, blogs, website, video, images etc)	50	N	Individual
Reflection	500 words	20	N	Individual

Teaching Periods

Autumn

Online

Online

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM3046_22-AUT_ON_0#subjects)

Parramatta - Victoria Rd

Day

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Sydney City Campus - Term 1

Sydney City

Day

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Sydney City Campus - Term 2

Sydney City

Day

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Spring

Online

Online

Subject Contact Kristen Marshall ([https://directory.westernsydney.edu.au/search/name/Kristen Marshall/](https://directory.westernsydney.edu.au/search/name/Kristen%20Marshall/))

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Parramatta - Victoria Rd

Day

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Sydney City Campus - Term 3

Sydney City

Day

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