

PERSONAL BRANDING

Obiettivi di apprendimento: This course reserved to PhD students is focused on Personal Branding, which represents a critical aspect for developing a strong professional presence. The Personal Branding modules will guide participants through a process of deep self-awareness and personal reflection.

Duration: The program has a total duration of 4 hours, divided into 2 modules, to be attended in person with limited availability.

Open Badge: At the end of the program, participants who have attended the entire course will receive an Open Badge certifying the transversal skills acquired. This badge can be included in your résumé as an added value when entering the job market.

Course Program:

- Module 1

Personal Branding: Awareness

- Self-awareness: SWOT Analysis
- Talent Development
- Intra-personal and Inter-personal Skills

- Module 2

Personal Branding: Career

- Current labour market
- Professional Goals
- Personal and Work Values