

CONTINUING EDUCATION

COURSE OUTLINE – Personal Branding

INSTRUCTOR: N/A

PHONE: 780-539-2975

OFFICE: M105

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PREREQUISITE(S): None

REQUIRED TEXT/RESOURCE MATERIALS:

Course materials are included.

CALENDAR DESCRIPTION:

This course focuses on teaching you how to brand yourself professionally. What is brand? And how do you maintain your personal brand? The assignments in this course discuss the value of personal branding, the way to craft your personal brand statement, and finally, the best methods for communicating your personal brand to clients, employers, and other industry professionals.

CONTACT HOURS: 3 hours

CEUs: .3

DELIVERY MODE: Online self-paced

TRANSFERABILITY: N/A

GRADING CRITERIA:

Upon successful completion of the course, you will receive a Certificate of Completion.

EVALUATIONS: Learners must achieve a test score of at least 70% to meet the minimum successful completion requirement and qualify to receive IACET CEUs.

STUDENT RESPONSIBILITIES: Completion of any practice lessons, quizzes, assignments, or tests.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Dates vary (refer to website for current availability).

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

- Explain the importance of building a personal brand
- Describe how to develop a personal branding statement
- Explain the importance of having a unique selling proposition
- Discuss online assets, including website/blogs, social media, and videos
- Discuss offline assets, including dress/appearance, business cards, personal outreach, and mentors
- Develop a strategy for gaining experience in areas where your brand is weak
- Explain the importance of expertise, and discuss strategies for becoming known as an expert in your field
- Explain how to maintain and protect your brand