

Brand Yourself – Associate professor Dr. Ilijana Petrovska

Description: Seminar for developing personal brand of students.

This seminar will show how important is Branding and marketing in self-development. Students will develop practical personal portfolio, strategy and tactics for personal development and building a quality personal brand. There are several outcomes from this seminar as developing personal analysis, defining personal goals and building good personal brand strategy and tactics proposal.

DAY 1 (April 10, from 4PM to 6PM) - What is Branding? From value proposition to the Brand – room B (I floor of Building B)

Personal Branding

Story about you – story teller and associations

Personal Analysis

Personal strengths and weaknesses

Map the existing brand culture

World trends in personal skills, knowledge and possible future

Analyse the competition, society and environment

Day 2 (April 11, from 9AM to 11AM) - Develop Your Brand – Value proposition – room P9

Reputation value, Relationship value, Experiential value, Symbolic value

Define Personal goals, Attributes and USP,

Communicate Your Brand - Elevator pitch – 1 hour

Develop unique and creative CV / Resume – 1 hour

Day 3 (April 12, from 2PM to 6PM) – Networking and Personal Selling– room H (II floor of Building B)

CV discussion, Cover letter, Portfolio, Thank you letter and Job Interview

Social media presence

LinkedIn – profile development

FB, Instagram, twitter, Youtube etc. analysis and development

Day 4 (April 13, from 9AM to 5PM) – Evaluate and Maintain Your Brand – room P8 (from 9AM to 11AM); room S12 (from 12PM to 1PM); room T3 (from 1PM to 4PM)

Recommendations and referees



Università degli Studi di Roma "Tor Vergata"

Branding and Ethics

Attitudes, relationships and equity

Day 5 (April 16, from 9AM to 1PM) – Personal brand presentations – room H (II floor of Building B)

Job Interview – submit your Final Resume and one page company Info where you would like to apply for a job one before. Each Job Interview will last maximum 10 minutes, therefore it is of main importance to develop attractive CV and effective Job Interview.

All the students who want to participate have to fill-in this doodle **within March 25:**

https://docs.google.com/forms/d/e/1FAIpQLSek4ni21X5ntZYW6Zox2OTa22VT4G8Z_EhfSGO_XlkkUzl61wg/viewform?c=0&w=1

(A maximum of 20 students will be accepted)

Credits reward

The event is recognized as eligible to reward participants from the Bsc Business Administration, Business & Economics and Business Administration & Economics with 3 credits. These credits are related with the credits for other activities required by the program.