



**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.

**All the lectures will be taken in S7 room.**

**DAY 1 (March 4, from 9AM to 11M) - What is Branding? From value proposition to the Brand**

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 (March 5, from 4PM to 7M) - Develop Your Brand – Value proposition**

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 (March 6, from 5PM to 7PM) – Networking and Personal Selling**

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

**Day 4 (March 7, from 2PM to 7PM) – Evaluate and Maintain Your Brand**

Social media presence

LinkedIn – profile development

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

Recommendations and referees



## Università degli Studi di Roma “Tor Vergata”

### **Day 5 (March 8, from 9AM to 3PM) – Personal brand presentations**

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.

**(A maximum of 30 students will be accepted. Pre-requisite of this seminar is the Marketing exam)**

Registrations are open until December 9 at this form: <https://goo.gl/forms/kaA2E95ZrUXdLF9J2>

#### **Credits reward**

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