



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Personal & Employer Branding	

Academic staff	Core academic unit(s)
<b>Coordinating:</b> lect. Karolina Zelbienė <b>Other:</b>	Business School, Saulėtekis ave. 22, Vilnius

Study cycle	Type of the course unit
First	Individual

Mode of delivery	Semester or period when it is delivered	Language of instruction
Classroom-based	Spring semester (6th semester)	English

Requisites	
<b>Prerequisites:</b>	<b>Co-requisites (if relevant):</b>

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	50	80

Purpose of the course unit		
<p><b>Personal branding</b> is the process of creating and promoting a distinctive personal identity in the marketplace. It involves defining one's skills, values, and personality and communicating them to others to build reputation and stand out.</p> <p><b>Employer branding</b> is the process of creating and promoting an organization's distinctive identity as an employer. It involves defining and communicating the organization's values, culture, and employee experience in order to attract and retain top talent.</p> <p><b>Aim:</b> to familiarize students with the core concepts of personal and employer branding (and the relationship between brand, image, and reputation), to present how personal and corporate brands are formed and applied, and to develop essential learning and entrepreneurial competencies.</p>		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Understand how PR and Marketing work and the role of brand, image, and reputation within them.	Case analyses, interactive lecture, group work, self-assessment.	Work and activity in the classroom.
Understand what brand identity is, how it is formed and applied (with practical examples).	Case analyses, interactive lecture, group work, self-assessment.	Group work.

Distinguish personal branding from corporate/employer branding (with practical examples).	Engaging lecture, discussions, idea-generation sessions.	Work and activity in the classroom, group work.
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Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Personal brand essentials: defining identity (skills, values, personality), building reputation and differentiation.	4		1				5	8	Case analyses, knowledge assimilation, personal goal-setting.
2. Employer brand & EVP: articulating values, culture, and employee experience; communicating to attract and retain talent.	4		2				6	10	Case analyses, knowledge assimilation, personal goal-setting.
3. Archetypes in personal and organizational storytelling: selecting and adapting archetypes to different contexts and audiences.	4		2				6	8	Case analyses, knowledge assimilation, personal goal-setting.
4. Country & city image as a frame for employer branding: Lithuania vs. Estonia narratives; distinct strategies for investors vs. talent; the Vilnius case; deciding the primary message for high-tech attraction.	4		2				6	10	Case analyses, knowledge assimilation, personal goal-setting.
5. Storytelling foundations (business & personal): structures (3C/SCQA), hooks, ethical persuasion, and building audience connection.	4		2				6	12	Case analyses, knowledge assimilation, personal goal-setting.
6. Data storytelling & executive impact: context, contrast, the “so-what,” to influence decision-makers and the others.	4		2				6	10	Case analyses, knowledge assimilation, personal goal-setting.
7. Communication tools & delivery techniques for personal and employer branding: clear narrative and presentation architecture for organizational messaging.	4		2				6	11	Case analyses, knowledge assimilation, personal goal-setting.
8. High-impact speaking for diverse audiences and situations: executives, teams, candidates, and public forums;	4		3				7	11	Case analyses, knowledge assimilation,

difficult conversations, empathy, and PR/crisis management.									personal goal-setting.
Preparation for interim and final assessments.		2					2		
<b>Total</b>	<b>32</b>	<b>2</b>	<b>16</b>		<b>0</b>	<b>0</b>	<b>50</b>	<b>80</b>	

Assessment strategy	Weight %	Deadline	Assessment criteria
Class work & activity	25%	During the semester	2.5 points: Active participation in discussion, responding to questions, expressing opinions, offering observations, participation in group work. 1.5 points: Participation in discussion, responding to questions, expressing opinions. 0 points: Passive participation in discussion; one-third of classes missed.
Group work (practical tasks)	25%	During the semester	Engagement, accuracy, originality in carrying out group tasks, which will include analyses of cases, individual companies, or personalities. 2.5 points: Active participation in groups, expressing opinions, offering observations, delivering the presentation. 1.5 points: Participation in group discussion, responding to questions, expressing opinions. 0 points: Passive participation in group discussion.
Exam: case-study written assignment	50%	Exam session	Understanding of the topic, problem identification, and quality of ideas (abundance, detail, flexibility, originality).

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
<b>Required reading</b>				
Venciute, D.; Auraskeviciene, V.; Reardon, J.	2023	The impact of social media marketing on new venture performance		<a href="#">The impact of social media marketing on new venture performance   Emerald Insight</a>
Venciute, D.; Yue, C. A.; Thelen, P. D.	2023	Leaders' personal branding and communication on professional social media platforms: motivations, processes, and outcomes		<a href="#">Leaders' personal branding and communication on professional social media platforms: motivations, processes, and outcomes   Request PDF (researchgate.net)</a>
<b>Recommended reading</b>				
Anholt, S.	2020	The Good Country Equation: How We Can Repair the World in One Generation		<a href="#">Simon Anholt, The good country equation: how we can repair the world in one generation   SpringerLink</a>