

№ discipline section number	Name of the discipline section	Content/Topics	Lecture academic hours	Practical academic hours	Laboratory academic hours
1	Introduction to personal branding	What is a personal brand. What forms your personal brand and how you can use it. Basic terminology and general idea of the subject area.	2		
2	Personal brand self-diagnosis — do you already have a personal brand? How can you expand your brand	Exercises to define your current personal brand and direction in which you would like to develop it. Self-description, collecting feedback from respondents, octopus exercise.		2	
3	Unpacking your personal brand: in-depth interview	Work in pairs. You will conduct an in-depth interview for each other to get a better understanding of how your personal brand can be represented.		4	
4	Social media overview, pros and cons. Common, professional and thematic social media	Social media types: common, professional and tematical. Main features, pros and cons, what goals you can achieve within it.	2		

5	Checklist: picking the right media for your goal. Introduction to content distribution	How to pick the right media. Is it possible to be present on several media at once with the same content. Content distribution strategies: evergreen content, situative marketing, trends, engagement		2	
6	Building up a content plan you will actually use	What is a content plan and how to create it. Content plan sample: categories, metrics, ideas, strategy.	4		
7	How to avoid a blank page fear and keep on track	Protecting yourself from burnout by using SMART goals. Essential metrics to measure intermediate results. Making content prompts with trendy topics and AI chatbots help.	2		
8	Personal brand and networking	How to pack your profile to start networking. Networking strategies, elevator pitch, bartering.		2	