# Workshop Self Branding & Job Positioning

## Prof. Alessandra Olietti

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The Self Branding and Job Positioning workshop is divided into highly practical modules. It is a fundamental moment for students in order to learn concepts and tools to better face their entry into the professional market.

For this reason, it is developed to enable participants to train their soft skills too.

The purpose is also to guide participants to clarify their professional goals in a more conscious way.

The workshop is repeted twice a year: students will be assigned to the different editions following an alphabetical division.

*Expected learning outcomes*

At the end of the workshop, thanks to its practical approach, participants will be able to:

– write a CV (Resume) and create a video CV based on the current requests by the Recruiters, using the practical tools provided during lessons;

– set up and develop their professional communication online (LinkedIn, in particular) and offline;

– acquire the skills to face and perform at their best during a selection interview (through digital platforms and in person).

***COURSE CONTENT***

The workshop is divided into 3 modules:

*– Module 1*: Self Branding, with practical exercises to make students more aware of their abilities and professional goals;

*– Module 2*: How to write a CV (Resume), how to create a Video CV, how to open a LinkedIn profile.

At the end of this module, students will be asked to upload their CVs (with LinkedIn page) on Blakboard to be evaluated.

– *Module 3*: practical info about placement; participants will be provided by tips for the selection interviews (on online and face-to-face).

***READING LIST[[1]](#footnote-1)***

The reading suggestions will be showed during lessons.

***TEACHING METHOD***

Lessons have a practical approach; some tasks will be assigned from a Module to another one. Attendance to the workshop is mandatory.

***ASSESSMENT METHOD AND CRITERIA***

The approval of the workshop depends on the positive evaluation of CV and LinkedIn page creation. The final approval will also reflect students’ attendance and active participation in lectures

The workshop provides 2 ECTs to be registered in the usual exam sessions.

***NOTES AND PREREQUISITES***

*Prerequisites*

The workshop does not require any particular prerequisites relating to the contents. participants are asked to get involved without judgment.

*Reception session*

Prof. Alessandra Olietti will communicate directly to students the time and place of the students' online reception, to be agreed via email (alessandra.olietti@unicatt.it).

*This workshop will be held online.*

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)