Personal & Business Branding

ECTS : 6

Volume horaire : 36

Description du contenu de l'enseignement :

In today's digital transformation era, your online presence and reputation is your business card to the world. Many underestimates the importance of branding, and the power we gain by recognizing its existence and using it right.
In this course, we explore what Branding is, from business branding to personal branding. Because if we exist online, whether we like it or not, we are a personal brand. We can either chose to ignore this, or use the right tools to build our online presence, reputation and potential.
When companies are struggling to grow due to external factors, such as a sanitary war or an economiccrisis, investing in Branding, no matter how important, can be seen as secondary. But if we think that investing in our brand is expensive, trust that the price of not doing so is much higher, and time consuming, as it can cost our reputation, even our business. This course isn't on Moodle.
1 An introduction to (personal and business) branding
2
Some of the best practices for marketing and branding in today's fast changing digital landscape.
Personal branding: Linkedin best practices - your online CV
3 Social media platforms: trends and common mistakes to avoid, what makes sense for your business
4 The difference between art and design
5 The difference between different design elements (logo, brochure, billboard, so on)
6 Different stages of brand development
7 Different non-professional tools to help us start and define a creative brief and concept
8 Finding your Ikigai: network with worldwide leaders & interview them to find your purpose
9 Personal branding best practices and execution (practice & assignment)
10 Business branding best practices and testing (practice & assignment)
11 Review session before submission
12 **Final Exam**

Compétence à acquérir :

By the end of the course, students will be able to:
- Explain what personal branding is and why it matters in a professional context.
- Differentiate between personal branding and business branding and understand their respective impacts.
- Apply best practices for marketing and branding in today's fast-changing digital landscape.
- Analyze social media platforms to identify trends, avoid common mistakes, and determine what strategies make sense for their business.
- Recognize emerging trends in branding and marketing to stay ahead in a competitive environment.

Mode de contrôle des connaissances :

Grading is as follows: participation (10%) - reports based on material (40%) - final exam (50%).
Each student is expected to submit**reports based on material shown and discussed in class, and research made individually out of class**. Each submissiion should not only summarize the content of the class discussions and material, but also, and more importantly, give the student's creativity, points of view, expectations and predications after conducting a (market) research on a subject of interest.
The final exam - a series of questions based on what will be presented during the class sessions (1hr exam) will take place at the end of the semester. The grading will be based on the quality of the analysis, and the relevance of the examples used to illustrate the argument.
The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.
Attendance Attendance is mandatory. Students are expected to attend all classes, arrive on time, and stay for the entire session. Repeated absences or lateness may affect the final grade.
Class Participation

Active participation is encouraged, as it contributes to making classes more engaging and instructive. Students are expected to come prepared and contribute thoughtfully to discussions. When participation is part of the course assessment, it is evaluated based on the quality of contributions rather than their quantity.

Exam Policy

Students are not allowed to bring any materials into exams, except those explicitly authorized by the instructor. Unexcused absences from exams or failure to submit assigned cases will result in a grade of zero when calculating final averages. All exams must be submitted at the end of the examination period.

Communication and Grading

All questions or concerns regarding grading or course policies must follow the official procedures. No direct negotiation with instructors about grades or assessments is permitted.

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Bibliographie, lectures recommandées :

- "The Brand Called You" by Peter Montoya, 2009 - "Purple Cow: Transform Your Business by Being Remarkable" by Seth Godin, 2009 - "Brand You: Turn Your Unique Talents into a Winning Formula" by John Purkiss and David Royston Lee, 2012 - "Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself" by Erik Deckers and Kyle Lacy, 2017 - "The 22 Immutable Laws of Branding" by Al Ries and Laura Ries, 2002 - "Positioning: The Battle for Your Mind" by Al Ries and Jack Trout, 2001 - "The Brand Gap" by Marty Neumeier, 2005 - "All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World" by Seth Godin, 2012 Mariejoe Raidy is a branding expert, entrepreneur, educator, and writer based in Paris. She is the founder of CreAZ, a digital transformation agency that integrates traditional branding and marketing techniques with AI technology to provide scalable and efficient solutions for enterprises. CreAZ offers services such as branding, advertising, marketing, website design and development, hosting, social media management, photography, videography, animation, video editing, publication design, pitch deck and business plan development.

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