

**SYLLABUS**

# **Branding You 7.5 credits**

## **M0029N**

**Jag som varumärke**

**Course syllabus admitted: Autumn 2023 Sp 1 - Present**

**DECISION DATE**  
**2022-02-11**

# Branding You 7.5 credits M0029N

## Jag som varumärke

### First cycle, M0029N

**Education level**  
First cycle

**Grade scale**  
U G VG \*

**Subject**  
Företagsekonomi

**Subject group (SCB)**  
Business Administration

## Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and completed courses of at least 60 credits. Good knowledge in English, equivalent to English 6.

## Selection

The selection is based on 1-165 credits.

## Course Aim

The goal of the course is for the students to develop their ability to critically review and utilize theory on branding and marketing and apply it on themselves as a brand.

After passing the course the student should be able to:

- Develop a personal SWOT analysis
- Develop specific objectives related to career planning and life goals
- Develop a clear strategy by developing a cover letter and CV
- Develop interview skills, including verbal and non-verbal communication skills
- Discuss and defend strategic ideas regarding the student's own personal development

## Contents

The course deals with how to perform a situation analysis of a person as a brand and how to set specific and measurable goals for both career and life.

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The course contains lectures, seminars, project work, mock interview and supervision.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. In compulsory assignments and seminars, the following abilities are examined:

- Develop a personal SWOT analysis
- Develop specific objectives related to career planning and life goals
- Develop a clear strategy by developing a cover letter and CV
- Develop interview skills, including verbal and non-verbal communication skills
- Discuss and defend strategic ideas regarding the student's own personal development

Presence during compulsory sessions is required.

## Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

## Remarks

Students must register for the courses themselves, or contact ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se), not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Compulsory tests and assignments	U G VG *	7.5	Mandatory	A11	

## Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

## Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-02-11

## Syllabus established

by Director of Undergraduate Studies Bo Jonsson Department of Business Administration, Technology and Social Sciences 2011-02-07