

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри
менеджменту та бізнесу
Протокол № 1 від 25.08.2023 р.



Каріна НЕМАШКАЛО

ПЕРСОНАЛЬНИЙ БРЕНДІНГ ТА УПРАВЛІННЯ ДІЛОВИМ ІМІДЖЕМ
робоча програма навчальної дисципліни (РПНД)

Галузь знань **всі**
Спеціальність **всі**
Освітній рівень **перший (бакалаврський)**
Освітня програма **всі**

Статус дисципліни **вибіркова**
Мова викладання, навчання та оцінювання **англійська**

Розробники:
к.е.н., доцент

Ольга МИРОНОВА

к.е.н., доцент

Інна ГРУЗІНА

к.е.н., доцент

підписано КЕП

Катерина БАРКОВА

Завідувач кафедри
менеджменту та бізнесу

Тетяна ЛЕПЕЙКО

Харків
2023

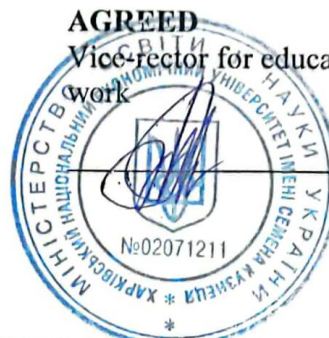
**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF
ECONOMICS**

APPROVED

at the meeting of the department
management and business
Protocol № 1 of 25.08.2023

AGREED

Vice-rector for educational and methodical
work



Karina NEMASHKALO

**PERSONAL BRANDING AND BUSINESS IMAGE MANAGEMENT
Program of the course**

Field of knowledge **All**
Specialty **All**
Study cycle **first (bachelor)**
Study programme **All**

Course status
Language

elective
English

Developers:
PhD (Economics),
Associate Professor
PhD (Economics),
Associate Professor
PhD (Economics),
Associate Professor

Olga MYRONOVA

Inna GRUZINA

Digitally signed

Kateryna BARKOVA

Head of Management and
Business Department

Tetyana LEPEYKO

**Kharkiv
2023**

INTRODUCTION

The course "Personal branding and business image management" will be useful for future managers, economists, marketers, and those who are going to engage in entrepreneurship and have their own business.

Nowadays, an entrepreneur who does not plan and does not support his image cannot become effective. Knowledge of the rules of building personal branding, the principles of both official and professional ethics will give an entrepreneur a platform for effective interaction with others, the ultimate goal of which is to increase financial returns and develop partnerships. Thus, knowledge and skills in strategically building a powerful image are the key to financial freedom.

The purpose of the course "Personal branding and business image management" is the formation of competencies in personal branding and business image management in order to increase the effectiveness of their interaction with the external environment and achieve financial freedom.

The tasks of the course are:

studying the essence of "personal brand" and "personal branding";

mastering the basic principles and rules of business regulation in modern conditions;

development of the skills of justifying the choice of the most attractive areas of entrepreneurship in different conditions;

mastering theoretical and methodical knowledge regarding the creation of a personal brand;

studying ways to promote a personal brand;

mastering the theoretical foundations of business image management;

study of technologies for building a business image;

acquisition of theoretical and methodical knowledge regarding the business image management process.

The object of the course is the process of creating and managing a personal brand and business image.

The subject of the course is the theoretical and methodological foundations of creating one's own personal brand and the image of a businessperson.

The results of training and competence formed by the course are defined in the table 1.

Table 1

Learning outcomes and competences formed by the course

Learning outcomes	Competencies
knowledge of personal brand types, features of personal branding for various social roles, individuality and uniqueness of personal brand features	determine optimal personal brand concepts for various social roles

knowledge of the algorithm for creating a personal brand, the basics of visualizing a personal brand, needs for a personal brand	apply key rules during the formation of a personal brand
knowledge of the most effective means of communication with the audience, the main resources for promoting a personal brand	determine the strategy of personal brand promotion
knowledge of the components of an individual image; features of the image in various areas of human activity; the main differences of business image	conduct image analysis in various spheres of human activity
knowledge of basic technologies for building a business image; verbal and non-verbal means of business interaction	make a reasonable choice of technology for building a business image
knowledge of basic techniques for creating image effects; basic mistakes in building a business image; strategies of business image formation	determine directions for creating image effects

COURSE CONTENT

Content module 1. Basics of personal branding

Topic 1. A systemic view on a personal brand

1.1. Personal brand, its essence and classification.

The essence of the personal brand. Types of the personal brand: the brand “hand”, the brand “mind”, the brand “heart”. A personal brand for various social roles: a hired employee, an entrepreneur, an official, an expert.

1.2. Concepts of personal brand.

The essence of the basic concepts of the personal brand: target, image, psychological, trend, linguistic, philosophical.

1.3. Evaluation of personal brand.

Formation of personal ideology. Formation of a positive first impression. Formation of an ideal image. Disclosure of individuality and unique traits. Determine the audience of a personal brand.

Topic 2. Creating a personal brand

2.1. Basics of personal brand creating.

Identifying the need for a personal branding. Determine the target audience. Positioning the brand. Key principles on which a personal brand is created. The main mistakes when creating a personal brand.

2.2. Algorithm of personal brand creating.

Mission development. Creating a legend. Formulation of a slogan. Formation of values, needs and desires, personality traits, archetype. Key rules for creating a personal brand.

2.3. Visualization of personal brand.

Creating a recognizable corporate identity. Choosing the policy to follow in design and creating promotional products. Identifying the parallelism between the visual design of a brand and the image of a person.

Topic 3. Promotion of a personal brand

3.1. Creation of an informational field of a brand.

Drafting an information support plan. Identifying the most effective means of communications with the audience. Creating a personal site, blog and online representations. The choice of information and how it is passed on to the audience. Costs for supporting information resources.

3.2. Strategies for personal brand promotion.

The main resources to promote the brand. Stories. Knowledge, experience, education. Image. Dreams Contacts and connections. The phenomenon of six levels of remoteness. Strategies and networking rules.

3.3. World experience of successful personal brand.

Archetypes and brands. Criteria for evaluating brand success. The main mistakes in creating and promoting a personal brand.

Content module 2. Management of business image

Topic 4. Theoretical basis for a business image development

4.1. Concept of image and its nature.

The essence of the term “image”. Image in history. Socio-psychological nature of an image. Functions of an image. Components of an individual image. Modern communication technologies used to create an image.

4.2. Classification of an image.

Types of an image. The main interpretations of an image and its characteristics. Image in advertising, politics, business, art and other areas of human activity.

4.3. Imageology.

Imageology in the system of scientific knowledge. Strategic goals of an image. Image as a component of modern society. The main differences of business image.

Topic 5. Technological bases for creating a business image

5.1. Technologies for building a business image.

Positioning as the main strategy for creating an image. Social effects of image perception. Myths and symbols in imageology. Basic principles and stages of image formation. Modern image creation technologies. Forms and types of communicative presentations. Public presentation to promote the image.

5.2. Structure and content of business person image.

Influence of a business person appearance on the business relationship. The appearance of a business person, his portrait characteristics. Verbal image. Non-verbal means of business interaction. Social-role characteristics: reputation, role, legend, mission. Image symbols: name, personal attributes, social symbols and symbols of social prestige. Individual-personal qualities: professionally important qualities, dominant individual characteristics, style of relationships with people, basic values.

5.3. Creating a verbal, visual and kinetic image of a business person.

Creating a verbal and kinetic image. Language communication. Means of verbal image. Hearing in a person's communication. Feedback in business interaction. Non-verbal means of business interaction. The main channels of non-verbal communication. Tools for writing a communicative presentation. The visual image of a business person.

Effect of a businessman appearance on the business relationship. Features of wardrobe for men and women, strategies for success. The main elements of an effective image of a business person. Techniques for creating a positive visual image.

Topic 6. Features of business image management

6.1. Formation of business image.

Specifics of technology for creating an image in business. Business appearance, business communication and business etiquette. The role of business rhetoric in creating a business image (negotiation technique, the art of business polemics, personal and telephone conversations, etc.). Major mistakes in creating a business image. Formation of a public image of the head of the company. Ingredients of the image. Gender features of the leader's image. Personality and business.

6.2. Strategies for creating a business image.

A universal image strategy. Target image strategy. Strategy “creative explosion”.

6.3. Patterns of image effect creation.

Problems of managing the mass consciousness and the behavior of the image-maker. Social mood and social stereotype. Psychology of the transformation of information into thought. The spontaneous and purposeful formation of the image. Techniques for creating an image of an effect. The role of the media in creating an effective image.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

List of practical (seminar) studies

Name of the topic and/or task	Content
Topic 1 Task 1 and 2	Practical (seminar) class on the topic "Personal brand of various social roles. Examples of real brands"
Topic 2 Task 3	Solving practical tasks to determine the characteristics of the personal brand of various social roles
Topic 2 Task 4	Analysis of the image of a specific historical person (business, government, politics, art)
Topic 2 Task 5	Formation of values, needs and desires, personal characteristics, archetype
Topic 3 Task 6	Defining the target audience for personal branding
Topic 3 Task 7 and 8	Drawing up a plan for information support
Topic 4 Task 9 and 10	Practical (seminar) lesson: "The history of the emergence and development of image creation technologies"
Topic 5 Task 11	Creating a public presentation to promote your own image
Topic 5 Task 12	Selection of socio-psychological and individual-personal image characteristics
Topic 5 Task 13	Creating a visual, kinetic and verbal image
Topic 6 Task 14	Choosing a business image formation strategy
Topic 6 Task 15	The choice of mass media in creating an effective image

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1-6	Search, selection and review of literature on a given topic
Topic 1-6	Preparation for the Express test
Topic 1-6	Preparation for practical classes
Topic 1-6	Performing an individual task (presentation)
Topic 1-6	Preparing for the final test

The number of hours for lectures, practical (seminar) classes, and self-study is specified in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture–discussion (Topics 1–6), small group work (Topics 1-6).

Presentations (Topics 1-6).

Visual (demonstration (Themes 1–6)).

Practical (practical work (Themes 1–6), group works (Topic 5, Topic 6,), case studies (Topic 1, Topic 4).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of grading.

The final grade in the course is determined:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: express tests (estimated at 5 points (two express tests during the semester – the total maximum number of points – 10)); competence-oriented tasks on topics (maximum score – 10 points (two competence-oriented tasks during the semester, total maximum number of points – 20)); presentation (maximum score – 5 points (three presentations during the semester, total maximum number of points – 15 points)); presentation of an individual task (project) (maximum score – 25 points); final control work (maximum score – 30 points).

Semester control: Grading.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Смерічевський С.Ф. Бренд-менеджмент: навчальний посібник // за заг. ред. С. Ф. Смерічевський, С. Є. Петропавловська, О. А. Радченко. – Київ : НАУ, 2019. – 156 с.

2. Психологія [Електронний ресурс] : навч. посіб. / В. М. Лугова, І. В. Литовченко, С. М. Голубєв, Г. В. Білоконенко ; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. (3,85 МБ). - Харків : ХНЕУ ім. С. Кузнеця, 2020. - 298 с. <http://www.repository.hneu.edu.ua/handle/123456789/26057>.

3. Організаційна поведінка : навчальний посібник / Т. І. Лепейко, С. В. Лукашев, О. М. Миронова. – Х. : Вид. ХНЕУ, 2013. – 156 с. <http://www.repository.hneu.edu.ua/handle/123456789/14218>

Additional

4. Барна Н. В. Іміджелогія: Навч. посіб. для дистанційного навчання / За наук. ред. В. М. Бебика. – К.: Університет «Україна», 2018. – 217 с.

5. Ларіна К. В. Використання теорії архетипів для вирішення психологічно-комунікативних завдань брендів / К.В. Ларіна // Бренд-комунікації: сучасні виклики та тренди: матеріали Міжнародної науково-практичної конференції, 25 травня 2023 р. : тези допов. – Київ: Київський національний університет імені Тараса Шевченка, 2023. – С. 41-43. <http://www.repository.hneu.edu.ua/handle/123456789/29861>.

6. Ларіна К. В. Практичні аспекти зміни дискурсу бренд-комунікацій під час війни / К. В. Ларіна // Пріоритети розвитку міжнародної економічної діяльності країни в умовах глобалізації: матеріали II Всеукраїнської науково-практичної Інтернет-конференції здобувачів вищої освіти та молодих учених, 27 квітня 2023 р. : тези допов. – Полтава: Національний університет «Полтавська політехніка імені Юрія Кондратюка», 2023. – С. 57-59. <http://www.repository.hneu.edu.ua/handle/123456789/29785>.

7. Підмолода С. Д. Розвиток особистого бренду за допомогою соціальних мереж / С. Д. Підмолода // Модернізація та сучасні українські і світові наукові дослідження: матеріали III Міжнародної студентської наукової конференції, 3 березня 2023 р. / ГО «Молодіжна наукова ліга». – Вінниця: ГО «Європейська наукова платформа», 2023. – 144-145 с. <http://www.repository.hneu.edu.ua/handle/123456789/29028>.

8. Khan, MA, Ali, I, Ashraf, R. A Bibliometric Review of the Special Issues of Psychology & Marketing: 1984-2020. Psychology & Marketing. 2020; 37: 1144–1170. <https://doi.org/10.1002/mar.21393>.