

Module Title: Personal branding and marketing	
Academic Year: 2020	Semester:
WP5/WP6 : Cooking competition and Pop-up event	
Module Leader: Omnia	

Purpose

The purpose of this module is to provide a basic understanding of social media skills in terms of own professional development. At the same time, the student creates a professional portfolio. A portfolio illustrates goals and development of students.

Learning outcomes

On successful completion of this module student is able to:

- create a professional blog or design and create advanced websites as a portfolio
- create a video resume
- create a traditional CV (LinkedIn/ Europass)
- create a social media account, for example, Instagram
- food styling and photography
- take part in one professional competition or event
- demonstrate international competences (flexibility, adaptability, languages, teamwork, intercultural communications)
- live stream, for example, in Youtube
- using social media as a tool in a professional context, for example, Facebook

Key skills

The key skills that are acquired by the student will be recognised and will form a part of his/her final learning portfolio.

- professional Identity/ skills and competences more visible
- social media skills in professional context
- communicational skills
- interactive group working skills
- improved employability
- language skills

Teaching and learning strategy

Students produce and share digital material using a creative commons (CC) license in different networks and social media platforms.

Teaching and learning strategy combines pedagogical models that simulate working life and encourage students' team spirit, motivation and activity.

Evaluation

Student is evaluated by the skills he/she has in, use of different digital environments and applications in their work tasks, producing and sharing digital materials in networks related to their vocational field.

The knowledge, skills and competence acquired during the module will be demonstrated by open badges.

Student is also evaluated by his/her portfolio and the use of different social media channels. Also student's teamwork skills and entrepreneurial attitude are evaluated.