

Module 1. Personal Branding and Marketing

| Assessment criteria | 1 | 3 | 5 |
|--|---|--|--|
| Knowledge The student <ul style="list-style-type: none"> - creates a professional blog or designs and creates advanced websites as a portfolio - creates and uses social media account, for example, Instagram - utilizes social media as a tool in a professional context | Understands the concept of social media and tools of social media as a part of professional carrier. Recognizes true and useful information in web and social media under guidance. | Is familiar with the concept of social media and tools of social media as a part of professional carrier. Recognizes true and useful information in web and social media. | Is fluent with the concept of social media and tools of social media as a part of professional carrier. Independently recognizes true and useful information in web and social media. |
| Skills The student <ul style="list-style-type: none"> - participates in teamwork and understands intercultural communications - understands food styling and photography - creates a video resume - creates a traditional CV (LinkedIn/ Europass) - utilizes live stream, for example, in Youtube | In intercultural environment communicates through social media tools as a part of team. Presents him/her self and food products using modern technology in presentation under guidance. Creates social media contents under guidance. | In intercultural environment communicates through social media tools as an active member of the team. Presents him/her self and food products using modern technology in presentation. Creates social media contents when instructed to do so. | In intercultural environment communicates fluently through social media tools as an active member of the team. Presents him/her self and food products using independently modern technology in innovative way in presentation. Independently creates social media contents. |

| | | | |
|---|---|---|--|
| <p>Competence The student</p> <p>- understands the concepts of international competences (flexibility, adaptability, languages)</p> <p>- takes part in professional competition or event</p> | <p>Makes professional Identity/ skills and competences more visible in professional context by participating under guidance in a suitable event as a part of interactive group.</p> | <p>Makes professional Identity/ skills and competences more visible in professional context by participating in a suitable event as a part of interactive group.</p> <p>Shows good skills in flexibility, adaptability and languages.</p> | <p>Makes professional Identity/ skills and competences more visible in professional context by participating independently in a suitable event as a part of interactive group.</p> <p>Shows excellent skills in flexibility, adaptability and languages.</p> |
|---|---|---|--|