

10. SRH INTERNATIONAL WEEK 2019: Course description

Title of Course:	Managing Digital Identities: Branding YOU
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer Position Home University Email	Samreen Ashraf Lecturer/ Programme Leader- BSc Marketing Bournemouth University – United Kingdom sashraf@bournemouth.ac.uk
Course description/ Contents:	<p>Within social media, projections of identities can be deceiving and differ markedly from reality. Without realising the impact of social media on their future careers, students regularly project their current student identities on various social platforms. This can become a hurdle for their future career prospects if not managed in the right way. Therefore this course aims to help the students to learn the art of their digital identities and building their self brands. The content includes:</p> <ul style="list-style-type: none"> • What is identity? • The explosion of Social Media • What and why do we share on Social Media? • Your digital identity • Personal branding • Tools to manage your digital identities
Learning outcome:	<ul style="list-style-type: none"> • To understand the concept of identity • To explore the personal motives behind using social media • To explore the gaps between personal identities and aspired career choices • To develop transferable skills to manage social media • To learn ways to improve the online presence
Examination:	<ul style="list-style-type: none"> • A reflective essay on 'managing digital identities', 200-250 words, individual work • A group presentation
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. How will you define identity? What is your identity? 2. What does social media mean to you? 3. What are your career aspirations? 4. To which extent do you use social media?
Essential reading:	<p>https://www.workitdaily.com/personal-brand</p> <p>Ashmore, R.D. and Jussim, L. eds., 1997. <i>Self and identity: Fundamental issues</i> (Vol. 1). Oxford University Press.</p>