

# COURSE DETAIL

## EMPLOYABILITY, SELF-MARKETING AND PERSONAL BRANDING

**Country**

United Kingdom - England

**Host Institution**

University of Cambridge, Pembroke College

**Program(s)**

Summer in Cambridge

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

106

**UCEAP Course Suffix**

S

**UCEAP Official Title**

EMPLOYABILITY, SELF-MARKETING AND PERSONAL BRANDING

**UCEAP Transcript Title**

EMPLOYABILITY

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## **Course Description**

In today's global, rapidly changing knowledge-based economy, learning and experimenting with employable skills is one of the smartest investments that one can make for their future career. This course encourages students to develop key employability skills that will stand them in good stead for a future career. The course puts the student right in the center of their own learning and engagement with an array of developmental activities designed to develop themselves and their future careers. Students find opportunities to practice skills such as leadership, creativity, design thinking, and problem solving relevant to the needs of graduate employers. The course also involves the development of practical employable skills including preparing a CV, writing a cover letter, and preparing for job interviews. This course draws from an interdisciplinary perspective to understand career success, self-marketing, and personal branding. It builds on foundational concepts and skills in career development from across disciplines, including psychology, business, design thinking, entrepreneurship, and employability. It is designed as a learning environment that focuses on the development of knowledge and skills for students interested in distinctive career success. Students have intensive brainstorming sessions, professional development workshops, and training programs to develop and apply professional skills for their careers in the 21st century.

## **Language(s) of Instruction**

English

## **Host Institution Course Number**

## **Host Institution Course Title**

EMPLOYABILITY AND PERSONAL BRANDING

## **Host Institution Course Details**

## **Host Institution Campus**

University of Cambridge

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**

Arts & Humanities

**Course Last Reviewed**

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