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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