

Management Skills

Alexander Edeling (edeling@wiso.uni-koeln.de)

Group 7

7. – 10.2. 2022

Content of course:

Self-marketing in a digitized world

This management skills course deals with the topic of self-marketing in a broader sense, which has gained in importance especially due to the rise of digitization, whose impact has even accelerated during the Covid pandemic. Self-marketing is not about egocentric, selfish, or arrogant behavior. Instead, it conveys major principles from marketing and branding research to the field of self-management. The course combines both theoretical content as well as practical, often real-world exercises. Both rhetorical aspects in one-to-one (talks) or one-to-many (presentations) and social networking principles will be discussed during the seminar. The course encompasses topics as diverse as how to concentrate in a world of constant digital distraction, why givers are more successful than takers in the long run, or why it sometimes helps to be more patient. After having completed the course, students should be able to present themselves both offline and online so that their “personal brand equity” improves and that their chances to get the job they want after university increase.

Objectives/content:

Rhetorical (presentation) skills:

- Verbal (language) aspects of self-marketing
- Non-verbal (body language) aspects of self-marketing
- Emotional aspects of self-marketing
- Behavior in job interviews
- Designing presentations and slides by learning from the worlds’ best presenters

Social network skills:

- Understanding the importance of online *and* offline social networks
- “Rules” for social media behavior in a professional context
- Leveraging social media for success in the application phase and beyond

Work effectiveness/efficiency skills:

- Deep learning
- Resilience training
- Advantages of patience

Evaluation/ Assessment:

- Active participation in class and in all practical exercises
- Preparation of a short presentation before the course (presentation during the first session)
- Preparation of a 15-minute presentation in groups with respect to a real-world case
- Final project paper: Four weeks after the course the students have to hand in a written thesis based on the content of the work

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