



Personal Branding

SEHG-CD-4822 · Business · approx. 7 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

In the information age, personal branding is necessary for the success of any company or individual. Failing to manage personal branding can lead to misinformation about you or your company becoming public. Taking control of your public image is no longer an option. Identifying and using the tools that affect personal branding correctly will ensure that the public sees the image you want them to see. A positive brand is necessary for success.

Career Development course: Personal Branding.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

SKILLS & LEARNING OUTCOMES

Upon completion, the student will be able to:

- Define your image
- Control your image
- Understand how to sharpen your brand
- Use social media appropriately
- Manage your brand in a crisis
- Develop a professional appearance

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 12 course modules
- 7 instructional videos — 7 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — Defining Yourself (I)**
 - If You Don't, They Will
 - Brand Mantra
 - Be Real

- SWOT Analysis
- **Module 3 — Defining Yourself (II)**
 - Pillars
 - Passions
 - Define Your Strengths
 - The Three Cs
- **Module 4 — Controlling and Developing Your Image**
 - Clear and Defined
 - Consistent Image
 - It Takes a Commitment
 - Live It Every Day
- **Module 5 — Personal and Professional Influences**
 - Corporate and Personal Integration
 - They Will Influence Each Other
 - Be a Professional
 - Build Rapport
- **Module 6 — Sharpening Your Brand**
 - Blogging
 - Authenticity Is Key
 - Transparency
 - Networking
- **Module 7 — Appearance Matters**
 - First Impressions
 - Rise Out of the Crowd
 - True Reflection
 - Dress for Success
- **Module 8 — Social Media (I)**
 - Needs Constant Monitoring
 - Security
 - Have an Objective
 - Promote
- **Module 9 — Social Media (II)**
 - It's a Tool
 - Content is King
 - Have a Gimmick
 - Don't Ignore Any Mentions
- **Module 10 — Brand Management During a Crisis**
 - Caught in a Bad Spot?
 - Never Burn a Bridge
 - Information
 - Monitor and Respond
- **Module 11 — Branding Personality Traits**
 - Identify Your Unique Values
 - Be Bold
 - Think Outside the Box
 - Fail. Learn. Repeat.
- **Module 12 — Assessment**

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
 The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-CD-4822 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact CEO@SynergyEducation.AI.