

**24<sup>th</sup> International Project Week 2022**  
**09<sup>th</sup> – 13<sup>th</sup> May 2022**

**Lecturer:** Kristo Krumm

**University/Company:** Tallinna Ülikool

**Country:** Estonia

**Attention: This course will be online!**

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**Online: Basics of personal marketing**

**Content:** The aim of the course is to get to know the nature and necessity of a personal brand and the basics of its creation. The course focuses on the preconditions of personal marketing, creation models and tools.

**Methods:** The course is divided into four parts: the need for personal marketing and personal branding in a theoretical way, learning about methods and channels, independent group work and analysis, and presentation in the classroom.

**Competences and skills to be acquired:** Basic knowledge of marketing and social media tools

**Prerequisites:** Prerequisites are the creation of teams of up to 3 members and the choice of a personal brand in the chosen field (does not have to be a specific person).

**Language of instruction:**  
English