



TITLE: Marketing and Self-Marketing

What is the course about?

A successful search for a job needs a compelling marketing campaign for a great product: you! Although this is your area of personal expertise, it is not always easy to pitch it right. This interactive and experiential course explores all the requisite components of marketing yourself succinctly and successfully. Product definition is important; this course will put you in the frame of mind to sell yourself. Think of yourself as a product and tailor your application with benefits and special features that would make a potential employer want to buy. Self-promotion often involves separating the skills and capability from the individual, and this course will give the learners the necessary skills and confidence to achieve this. It is important when marketing yourself to pick your audience, build a hit list of employers who will be interested in your particular skills and experience.

You need to sell your wares, but choose your words and tone carefully and this course explores all aspects of communication, including body language. Networking is one of the most effective ways to find a job and this course examines how to network successfully and purposefully. Every marketing campaign has a budget and job hunting is no exception. A key resource is likely to be time. It's easy to be "busy" looking for jobs, but is your activity yielding any worthwhile results? This course examines how to find the right fit for you. Marketing yourself relies on understanding yourself, your values, your skills, your ambitions, your achievements and your capabilities. Through creative explorations this course will enable participants to develop this knowledge and understanding.

Objectives of the Course:

- To explore what marketing and self-marketing involves
- To develop the confidence of the learners in self-promotion
- To examine all aspects of social media and the role it plays in modern marketing
- To encourage learners to reflect on their own skill set and how best to adapt this to their search for a career
- To understand the importance of creativity in the workplace
- To use experiential activities to develop a deeper understanding of marketing
- To look at successful marketing strategies