

## Statement of participation

# Daniel Bradford

has passed the free course including all mandatory tests for:

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### Personal branding for career success

This free 24-hour course explored the concept of personal branding, and looked at skills and tools to develop personal branding.

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**Issue date:** 17 April 2020



[www.open.edu/openlearn](https://www.open.edu/openlearn)

This statement does not imply the award of credit points nor the conferment of a University Qualification.  
This statement confirms that this free course and all mandatory tests were passed by the learner.

Please go to the course on OpenLearn for full details:

<https://www.open.edu/openlearn/money-business/personal-branding-career-success/content-section-overview>

COURSE CODE: **PB\_1**



## Personal branding for career success

<https://www.open.edu/openlearn/money-business/personal-branding-career-success/content-section-overview>

### Course summary

This free course, Personal branding for career success, considers what a personal brand is and whether you currently have one. You'll look in detail at theories and examples of personal branding, and relevant marketing processes and practices. You'll identify the values, skills, knowledge and expertise that you want to promote to employers, and consider different ways to build and present your own brand.

### Learning outcomes

By completing this course, the learner should be able to:

- describe what personal branding is and understand how the concept can help you in your career
- understand how relevant marketing techniques and tactics can be applied to branding a person
- define your own, authentic personal brand and know who you want to market it to and why
- promote yourself effectively to employers, both in your workplace and beyond
- devise an appropriate plan of action to develop and promote your personal brand and enhance your career.

### Completed study

The learner has completed the following:

#### Week 1

Introduction and guidance

Where am I starting from?

#### Week 2

Understanding marketing principles and practices

#### Week 3

Personal branding explained

#### Week 4

Developing my personal brand

Compulsory badge quiz (score 73%)

#### Week 5

Promoting my brand to employers

#### Week 6

Promoting my brand online

#### Week 7

Promoting my brand in writing and in person

#### Week 8

Taking the next steps

Compulsory badge quiz (score 77%)