

Subject card

Subject name and code	Personal Branding and Financial Market Positioning, PG_00178852						
Field of study	Finance and Accounting						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			4.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Banking and Finance -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Patryk Kaczmarek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	8.0	0.0	0.0	0.0	24
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	24		1.0		75.0	100
Subject objectives	The aim of the course is to provide students with theoretical and practical knowledge in the field of personal branding and to develop the skills of consciously and ethically building one's own personal brand in the financial environment. Students will learn how to professionally present their expertise, values and competences, how to build trust and recognition in the industry and how to effectively use communication and promotion tools in relationships with clients, investors and employers.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRMU2_W08] The student possesses a comprehensive understanding of the intricate relationship between accounting and finance within a dynamically changing business environment, as well as the contemporary challenges and dilemmas that arise in this context.	The student recognizes the relationships between economics and finance and classifies issues related to accounting and finance.	[SW3] text preparation/written work
	[FiRMU2_W04] The student possesses a comprehensive understanding of the complex role and place of humans within financial structures, as well as their behavior in organizations at individual, group, and institutional levels.	The student correctly defines the role of a financier on the financial market and recognizes the functions of marketing on the financial market.	[SW3] text preparation/written work
	[FiRMU2_U09] The student can independently plan and implement the process of learning and improving professional skills in lifelong management and guide others in this area.	The student is able to assess his or her own strengths and weaknesses and conduct self-evaluation in the scope in which he or she is perceived by the recipients.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[FiRMU2_U06] Students are equipped to apply their comprehensive knowledge of management, quality sciences, economics, and finance to address dilemmas and develop effective solutions— including innovative approaches— to complex or unusual problems encountered in the fields of finance and accounting.	The student analyzes the acquired knowledge in the field of management and economics in solving tasks related to problems related to effective marketing on the financial market.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[FiRMU2_K02] The student is prepared to assume professional roles with responsibility, to understand and uphold the principles of professional ethics, and to act in accordance with them. Additionally, the student is committed to fostering achievements and upholding the values and traditions of professions related to finance and accounting.	The student develops acquired knowledge and skills through critical analysis and develops original concepts.	[SK2] presentation/project/paper/report
Subject contents	<p>Introduction to personal branding: definition, evolution of the personal brand concept, importance in the professional services sector (e.g. finance, consulting)</p> <p>Personal brand and trust in finance: how to build credibility and reputation</p> <p>the role of ethics, certification and image consistency</p> <p>Personal brand analysis - image diagnosis and audit</p> <p>strengths, values, competences, self-assessment tools (e.g. SWOT, Golden Circle, Ikigai)</p> <p>Personal brand strategy</p> <p>segmentation and positioning, planning goals, choosing channels and communication style</p> <p>Online branding - presence on the Internet and social media LinkedIn, Twitter, expert blogs, Google profiles, personal branding SEO, content marketing</p> <p>Public relations and communication in professional relationships</p> <p>how to present yourself, write a bio, prepare an elevator pitch</p> <p>public speaking, participation in debates, interviews</p> <p>Reputation risk and image crisis, image management in difficult situations, case studies from the financial sector</p> <p>Monitoring and brand development over time, measuring personal branding effectiveness, improving competencies and updating strategies</p>		

Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	50.0%
		51.0%	20.0%
		51.0%	30.0%
Recommended reading	Basic literature	<p>Kaputa, D. (2010). Brand Me. Jak stać się marką i odnieść sukces. Warszawa: Onepress.</p> <p>Arruda, W., & Dixson, K. (2007). Career Distinction: Stand Out by Building Your Brand. Wiley.</p> <p>Montoya, P., & Vandehey, T. (2008). The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace. McGraw-Hill.</p> <p>Seth Godin (2007). The Dip: A Little Book That Teaches You When to Quit (and When to Stick). Penguin.</p> <p>Tomczyk, Ł. (2021). Personal branding. Budowanie marki osobistej w mediach społecznościowych. Warszawa: PWN</p>	
	Supplementary literature	none	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Brand strategy, targeting, online branding, social media, the role of public relations		
Work placement	Not applicable		

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