

Postgraduation • Porto

PERSONAL BRAND: MANAGEMENT AND CONSULTING



Direction

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Secretariat

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Duration

0 Years

Credits

24 ects

Presentation

The postgraduate course in Personal Branding: Management and Consultancy is unique in Portugal as it brings together the 3 pillars essential to developing a personal brand and has an innovative concept as we work on personal branding from the particular to the general. In the first phase we focus on the behavioural component, where we encourage students to develop awareness and self-reflection by identifying limiting processes and focusing on objectives. In the 2nd phase we work on image management and creation, focusing on the key elements for building a personal brand. In the 3rd phase, we encourage the learning of strategies and resources for promoting a personal brand, with a special focus on digital.

STUDY PLAN

1st Year / Common Core

Anual	ects
Audiovisual for Personal Branding	3
Consumer Trends and Behavior	1
Digital Image	3
Fashion Culture	1
Identity and Personal Brand	2
Interdisciplinary Project	4
Metallanguage of clothing and consulting	1
Personal and Professional Image Creation	1
Personal and Professional Portfolio	1
Personal Marketing	1
Self-image and personal development	2
Styling and Beauty Lab	4

Linha direta
para o teu futuro



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