


Screen shots of website: Introduction to Personal branding Coursera- University of Virginia

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Introduction to Personal Branding

🗣️ Taught in English | [22 languages available](#) | Some content may not be translated

Starts May 20 Financial aid available

290,524 already enrolled

4.4 ★ (8,599 reviews)	Beginner level No prior experience required	6 hours to complete 3 weeks at 2 hours a week	Flexible schedule Learn at your own pace
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Skills you'll gain

[Personal Branding](#) [Social Media](#) [Management](#) [Brand Management](#)



There are 6 modules in this course

Though the concept of personal branding isn't new, questions remain about how to create one and, more importantly, what it means to maintain and inhabit that brand.

Learners will:

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Introduction

Module 1 • 33 minutes to complete



An Overview of Personal Branding

Module 2 • 1 hour to complete



Building your Brand's Infrastructure

Module 3 • 1 hour to complete



Establishing Your Brand's Digital Home: A Guide to Claiming Your Parts of the Web

Module 4 • 45 minutes to complete



Creating your Brand's Maintenance Plan

Module 5 • 13 minutes to complete



Your Online Identity: How reputation and digital privacy affect your Brand.

Module 6 • 2 hours to complete



Instructor

Instructor ratings **4.6** (2,430 ratings)



Kimberley Barker, MLIS

University of Virginia

1 Course • 290,524 learners

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