

Gopal Narayan Singh University
Faculty of Information Technology

Course code: Personal Branding and Social Media Management

Total duration: 30 hours

Course Code: PB103

Course Objective: To help students build and manage their personal brand through effective use of social media platforms.

Unit 1: Introduction to Personal Branding 6 hours

Importance of personal branding, Identifying personal strengths, Developing a brand identity

Unit 2: Social Media Platforms Overview 6 hours

Overview of major platforms (LinkedIn, Twitter, Instagram), Choosing the right platform for your brand, Building a consistent online presence

Unit 3: Content Creation for Personal Branding 6 hours


Creating impactful posts, Engaging with audiences, Managing and growing social media followers

Unit 4: Networking and Influencer Marketing 6 hours

Building connections in your niche, Collaboration strategies, Introduction to influencer marketing

Unit 5: Analytics and Growth Strategies 6 hours

Tracking social media performance, Optimizing for growth, Paid promotions and advertisements


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