

Changemakers: Building your Personal Brand for Sustainable Employment

Module Code: **ADVA5001** Module Credits: **20** Semester: **1**

Module Coordinator: **Ian Simmons**

Teaching Staff: **Ian Simmons**

Module Start Date: **2nd October 2022**

Teaching Sessions: **Thursday: 1.00pm to 5.00pm**

Room: **AC401/AC404**

Assessment Deadline: **1pm on 8th January (Turnitin)**

Weekly Schedule		
Week 1	2 nd October	Introduction to the Module, Assignment.
Week 2	9 th October	Lecture – Web Design – Adam Shailer.
Week 3	16 th October	Lecture – Personal Brand.
Week 4	23 rd October	Lecture – Web and Social Media.
Week 5	30 th October	Lecture – Intellectual Property Rights.
Week 6	6 th November	Lecture – Finding a job in the Creative Industries.
Week 7	13 th November	Lecture - CVs, Letter Writing and Skills Diagrams. Skills Diagrams (Hard and Soft Skills).
Week 8	20 th November	Lecture – The Job Interview. Marketing Plan for Employment.
Week 9	27 th November	Guest Speaker – Rachael Wheatley for Waters Creative www.waters-creative.co.uk/
Week 10	4 th December	Lecture – Job Search and Freelancing
Week 11	11 th December	Lecture – Recap and What's Next.
Christmas Break		
Week 12	8 th January	Summative Deadline – All Work to be Uploaded to Turnitin by 1pm
Feedback	5 th February	Assessment and Feedback will be uploaded to Turnitin by the 5 th February