



University of
Management
and Economics

Blended Intensive Programme

Personal Branding and Communication

Duration: 5 days, 3 ECTS

Planned period: 20 – 24 April 2026

Virtual component: TBA, before physical mobility

No. of students: Up to 5 per partner

Location: ISM University of Management and Economics, Vilnius, Lithuania (Gedimino pr. 7)

Academic leader: Assoc. Prof. Dr. Dominyka Venciūtė (ISM University)

Target audience: Students from partner universities (undergraduate or graduate) across all disciplines interested in personal branding and communication. Students should be eligible for Erasmus+ funding from their home institution.

Programme description: This Blended Intensive Programme (BIP) on Personal Branding and Communication is designed to equip students with essential skills to strategically develop and communicate their personal brands for improved self-presentation and career outcomes. Students learn to craft a distinctive brand identity through strategic communication, content creation, and network building. The curriculum emphasizes practical application, guiding participants to leverage social media and professional networks to articulate their brands effectively. By the end of the BIP, students will possess the knowledge and tools to enhance their professional presence, communicate authentically, and build a strong network that positions them for sustained success in their careers or entrepreneurial ventures.

Learning objectives:

By the end of this BIP, students will be able to:

- Explain the role and importance of personal branding in modern business.
- Evaluate and apply branding approaches to support professional growth and career goals.
- Create a strategic personal branding plan with clear objectives and consistent messaging.
- Develop persuasive personal branding content and communication materials.
- Build and leverage professional networks to strengthen one's personal brand.

Preliminary content of the programme:**Foundations of Personal Branding**

- Concept, evolution, and career importance
- Self-discovery: strengths, values, passions
- Defining goals and crafting a brand statement & vision board

Strategy and Credibility

- Elements of a strategic branding plan
- Setting goals and identifying target audiences
- Credibility as a personal branding foundation

Communication & Self-Presentation

- Crafting a memorable elevator pitch
- Making strong first impression

Channels & Content

- Online/offline channels for brand building
- Managing digital presence and optimizing LinkedIn
- Creating compelling content and messages

Networking, Advocacy & Presentations

- Building and maintaining strategic connections
- Networking skills
- Personal branding-based employee advocacy
- Final presentations and peer feedback

About lecturer:

Dr. Dominyka Venciūtė is a professor and Director of the Business Management and Marketing, as well as International Marketing and Management programmes at ISM University of Management and Economics. She is also the founder of Persona Cognita, a personal branding consultancy.

As a Certified Marketing Professional (SMP), Dominyka is one of Lithuania's leading experts on personal branding and employee advocacy. With over a decade of marketing experience, she advises companies on branding strategies, supports executives in building their personal brands, and designs employee advocacy programmes.

Her interest in personal branding began during her doctoral research on social media marketing and venture performance. Today, her work is published in top journals such as the *Journal of Brand Management*, *Journal of Product and Brand Management*, and *Journal of Retailing and Consumer Services*.

Dominyka has spoken at over 100 conferences across Europe and the USA and is a strong advocate for the power of personal brands and professional recognition.