

Module 5: Digital Communication and Personal Branding

Course Outlines

- Fundamentals of digital communication and online etiquette.
- Writing effective professional emails and messages.
- Building and optimizing a personal brand on LinkedIn and other platforms.
- Managing your online reputation and digital footprint.
- Using social media strategically for academic and career growth.
- Practical exercises on profile creation and digital networking.

Course Outcomes

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

- Communicate effectively and professionally in digital environments.
- Craft a compelling personal brand that reflects their goals and values.
- Build and maintain a strong LinkedIn presence.

- Apply social media tools for personal and professional development.
- Demonstrate digital professionalism in academic and career contexts.