



Personal branding for individual doctors

1. IMPRINT

Academic Year	2026/2027
Department	Faculty of Medicine
Field of study	Medicine
Main scientific discipline	Medical sciences
Study Profile	General academic
Level of studies	Uniform MSc
Form of studies	Full time studies
Type of module / course	Obligatory (elective course)
Form of verification of learning outcomes	Completion
Educational Unit / Educational Units	Department of Social Medicine and Public Health Medical University of Warsaw Medical Simulation Center Banacha Campus 3a Pawińskiego St., 02-106 Warsaw E-mail: msizp@wum.edu.pl

Head of Educational Unit / Heads of Educational Units	Prof. Aneta Nitsch-Osuch, MD, PhD
Course coordinator (title, First Name, Last Name, contact)	Dr hab. Magdalena Łoś, mbogdan@wum.edu.pl
Person responsible for syllabus (First name, Last Name and contact for the person to whom any objections concerning syllabus should be reported)	Dr hab. Magdalena Łoś, mbogdan@wum.edu.pl
Teachers	Dr hab. Magdalena Łoś, mbogdan@wum.edu.pl

2. BASIC INFORMATION

Year and semester of studies	IV – winter and summer semester		Number of ECTS credits	2.00
FORMS OF CLASSES		Number of hours	ECTS credits calculation	
Contacting hours with academic teacher				
Seminar (S) e-learning		30	1.2	
Unassisted student's work				
Preparation for classes and completions		20	0.8	

3. COURSE OBJECTIVES

O1	This course will cover the major information about creation the personal branding for individual doctors
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4. STANDARDS OF LEARNING – DETAILED DESCRIPTION OF EFFECTS OF LEARNING

Code and number of effect of learning in accordance with standards of learning	Effects in the field of:
Knowledge – Graduate* knows and understands:	
G.K1	
Skills– Graduate* is able to:	
G.S1	

* In appendix to the Regulation of Minister of Science and Higher education from 29th of September 2023 „graduate”, not student is mentioned.

5. ADDITIONAL EFFECTS OF LEARNING (non-compulsory)	
Number of effect of learning	Effects of learning i time
Knowledge – Graduate knows and understands:	
Skills– Graduate is able to:	
D.U4	demonstrate responsibility for improving their qualifications and passing on knowledge to others
Social Competencies – Graduate is ready for:	
K.1.	using objective sources of information

6. CLASSES		
Form of class	Class contents	Effects of Learning
S1	Introduction to personal branding and doctor’s reputation.	D.U4., K.1.
S2	How to define your future personal brand? – concept creation and development methods.	D.U4., K.1.
S3	Key methods of professional doctor’s branding.	D.U4., K.1.
S4	Critical points for doctors in establishing personal branding.	D.U4., K.1.
S5	How can you share your future personal brand? – traditional channels vs social media.	D.U4., K.1.
S6	Social media marketing – doctors’ common mistakes.	D.U4., K.1.
S7	Examples of successful marketing strategies for doctors.	D.U4., K.1.
S8	Is HARO (help a reporter out) a replacement for PR and personal branding for doctors?	D.U4., K.1.
S9	Own future doctor personal brand development – individual student project 1 st part.	D.U4., K.1.

7. LITERATURE
1. Vyas V., Image beyond prescriptions: personal branding for doctor, 2019 2. Clarke G., Personal Branding, 2019 3. Sutherland V., De-stressing doctors: a self-management guide, 2004
Supplementary

8. VERIFYING THE EFFECT OF LEARNING

Code of the course effect of learning	Ways of verifying the effect of learning	Completion criterion
D.U4., K.1.	E-learning seminars attendance, 3 written assignments in frame of the project and final test at the e-learning platform.	Test pass >70% correct answers.

9. ADDITIONAL INFORMATION

The course is available on the platform www.e-learning.wum.edu.pl. Student must learn all materials uploaded to the modules on the platform. After each module there are questions (quizzes) or task related to its subject.

Student must send written assignments (tasks) to the teacher (using e-learning platform) and receive a positive evaluation. Student must send them before proceeding to the final test.

Student must pass the final test (available on the e-learning platform) to obtain a credit.

Students are obligatory to check MUW student email account as all information are sent only by formal MUW mails.

ATTENTION

The final 10 minutes of the last class in the block/semester/year should be allocated to students' Survey of Evaluation of Classes and Academic Teachers.

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