



## Personal branding for individual doctors

### 1. IMPRINT

<b>Academic Year</b>	2023/2024
<b>Department</b>	Faculty of Medicine
<b>Field of study</b>	Medicine
<b>Main scientific discipline</b>	Medical sciences
<b>Study Profile</b>	General academic
<b>Level of studies</b>	Uniform MSc
<b>Form of studies</b>	Full time studies
<b>Type of module / course</b>	Non-compulsory
<b>Form of verification of learning outcomes</b>	Completion
<b>Educational Unit / Educational Units</b>	Department of Social Medicine and Public Health Medical University of Warsaw 3 Oczki St, 02-007 Warsaw Phone: 22-621-52-56, 22-621-51-97 E-mail: <a href="mailto:zmsizp@wum.edu.pl">zmsizp@wum.edu.pl</a>

<b>Head of Educational Unit / Heads of Educational Units</b>	Prof. Aneta Nitsch-Osuch, MD, PhD
<b>Course coordinator</b>	Magdalena Bogdan, PhD e-mail: <a href="mailto:mbogdan@wum.edu.pl">mbogdan@wum.edu.pl</a>
<b>Person responsible for syllabus</b>	Magdalena Bogdan, PhD e-mail: <a href="mailto:mbogdan@wum.edu.pl">mbogdan@wum.edu.pl</a>
<b>Teachers</b>	Magdalena Bogdan, PhD

<b>2. BASIC INFORMATION</b>			
<b>Year and semester of studies</b>	I,II,III,IV,V,VI – winter and summer semester	<b>Number of ECTS credits</b>	2.00
<b>FORMS OF CLASSES</b>		<b>Number of hours</b>	<b>ECTS credits calculation</b>
<b>Contacting hours with academic teacher</b>			
Lecture (L)			
Seminar (S)		30 (e-learning)	1.00
Classes (C)			
e-learning (e-L)			
Practical classes (PC)			
Work placement (WP)			
<b>Unassisted student's work</b>			
Preparation for classes and completions		30	1.00

<b>3. COURSE OBJECTIVES</b>	
O1	This course will cover the major information about creation the personal branding for individual doctors

#### 4. STANDARDS OF LEARNING – DETAILED DESCRIPTION OF EFFECTS OF LEARNING

<b>Code and number of effect of learning in accordance with standards of learning</b>	<b>Effects in time</b> <i>(in accordance with appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019)</i>
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**Knowledge – Graduate\* knows and understands:**

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**Skills– Graduate\* is able to:**

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#### 5. ADDITIONAL EFFECTS OF LEARNING *(non-compulsory)*

<b>Number of effect of learning</b>	<b>Effects of learning i time</b>
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**Knowledge – Graduate knows and understands:**

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**Skills– Graduate is able to:**

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**Social Competencies – Graduate is ready for:**

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#### 6. CLASSES

Form of class	Class contents	Effects of Learning
(S) seminar 1 online	Introduction to personal branding and doctor’s reputation.	
(S) seminar 2 online	How to define your future personal brand? – concept creation and development methods.	
(S) seminar 3 online	Key methods and critical points of professional doctor’s branding.	
(S) seminar 4 online	How can you share your future personal brand? – traditional channels vs social media.	
(S) seminar 5 online	Examples of successful marketing strategies for doctors. Social media marketing – doctors’ common mistakes.	
(S) seminar 6	Own future doctor personal brand development - individual student project divided into 3 parts.	

online		
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<b>7. LITERATURE</b>
<ol style="list-style-type: none"> <li>1. Vyas V., Image beyond prescriptions: personal branding for doctor, 2019</li> <li>2. Clarke G., Personal Branding, 2019</li> <li>3. Sutherland V., De-stressing doctors: a self-management guide, 2004</li> </ol>
<b>Supplementary</b>

<b>8. VERIFYING THE EFFECT OF LEARNING</b>		
Code of the course effect of learning	Ways of verifying the effect of learning	Completion criterion
<i>e.g. G.K1, G.S1, K1</i>	<i>This field defines the methods used for grading students e.g. pop quiz, test, written report etc.</i>	<i>e.g. threshold number of points</i>
	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.

<b>9. ADDITIONAL INFORMATION</b> ( <i>information essential for the course instructor that are not included in the other part of the course syllabus e.g. if the course is related to scientific research, detailed description of, information about the Science Club</i> )
<p>The course is available on the platform <a href="http://www.e-learning.wum.edu.pl">www.e-learning.wum.edu.pl</a>. 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.</p> <p>Student must send written assignments (tasks) to the teacher (using e-learning platform) and receive a positive evaluation. Student must sent them before proceeding to the final test.</p> <p>Student must pass the final test (available on the e-learning platform) to obtain a credit.</p> <p>Students are obligatory to check MUW student email account as all information are sent only by formal MUW mails.</p>

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**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.