

GE 1207

Organizational and Personal Image Management

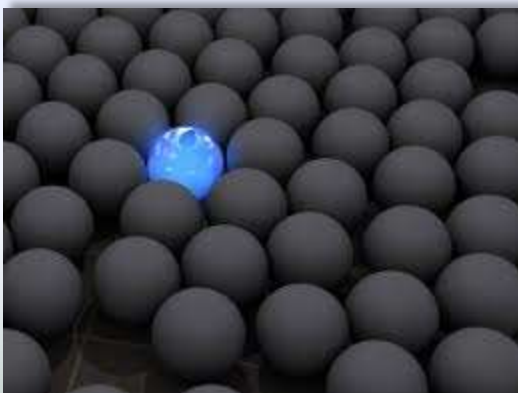


Do you recognize them?

- How can they manage their brands and images successfully?



**Do you want to be an outstanding
candidate in job interviews?
in the competitive job market ?**



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Organizational and Personal Image Management

aims to

- **provide students with key concepts and tools of image management**
- **apply these concepts to project themselves and organizations successfully**
- **differentiate themselves from the competition**

Teaching and Learning Activities

Seminar

Key concepts and knowledge of image management, leadership, marketing and psychology are explained and discussed.

Guest Lecture

Senior business executives and/or image experts are invited to share their practical experience

Readings

Reference readings are provided to increase students' knowledge

Consultation

Consultation with lecturer is organized so that students can have either individual based or team based discussion and sharing.

Assessment Tasks

- 🌸 **Class Participation and Discussion (30%)**
- 🌸 **Quiz (10%)**
- 🌸 **Individual Assignment (25%)**
- 🌸 **Project (35%)**

Key Topics

Organization Aspect

- ❖ Factors of Image Management
- ❖ Crisis Management

Personal Aspect

- ❖ Perception Theories
- ❖ Attitudes and Behavior
- ❖ Grooming and dressing
- ❖ Presentation skills
- ❖ Interview Skills
- ❖ Personal Brand Building

Key Activities

Guest lecture by
Ms. Y Kwok



Guest lecture by
Ms. Claudia Chow



Table Manners
Workshop



**Any questions, you can contact the
course leader, Ms. Wisteria Cheung, by
email mkwister@cityu.edu.hk**