Course: Professional Identity 6 — credits: 3

Course code	CIVB26EPI6
Name	Professional Identity 6
Study year	2026-2027
ECTS credits	3
Language	English
Coordinator	R. Aldea
Modes of delivery	Tutorial
Assessments	Professional Identity Exchange Students 2 - Other assessment Research Tooling 2 - Other assessment

Learning outcomes

Learning Outcomes

After successfully completing this course, the student is able to:

Research Tooling 2

- understand the factors that determine the quality of research;
- prepare, conduct, and evaluate interviews as part of applied research;
- perform desk research, literature reviews, and social media research;
- analyse qualitative text-based information both manually and with computer-assisted tools.

Career development skills

- develop professional materials to effectively position themselves on the job market and maintain a professional presence on social media;
- prepare for job interviews by identifying and demonstrating their qualities through a self-promotional portfolio or “glossy magazine” format.

Content

Content

This course combines two topics to provide a comprehensive perspective on the professional skills required in IPA 7 and as part of the student’s overall professional identity.

Career Development Skills

The goal of this component is to help students recognize their strengths and knowledge, which will assist in securing a suitable internship or job placement. You will work on self-promotion skills, creating application documents that clearly demonstrate your interest in a specific job and what you can contribute to the company. You will also receive guidance on preparing for professional interviews and demonstrate your self-presentation skills in a simulated interview setting.

Research Tooling 2

This component focuses on core topics that determine the quality of applied research. It complements IPA 7 research by addressing research design, execution, and evaluation. The emphasis is on execution and evaluation, using a pragmatic approach that includes qualitative tools (e.g., interviewing) and analysis methods (e.g., coding and Atlas.TI). You will apply these methods to strengthen your research practice in IPA 7.

Literature/study materials

See Brightspace or intranet.

Included in programme(s)

International Marketing Management Exchange Programme Semester 2 (Spring)

School(s)

Entrepreneurship, Communication & Marketing

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