

BUS3DIG

Digital Business

Whether deliberate or not most of us have a footprint resembling a brand in a digital space. Market research found that up to 60% of employers have used social networking information to hire candidates. Hence, this subject points out the importance of personal online branding; making students aware of their digital footprint, having them assess their current representation, helping them to strategically develop their personal digital brand and showing them how to leverage it when looking for a job.

Teaching and development:

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#career_development_learning

More information: <https://www.latrobe.edu.au/students/your-course/subjects/current/bus3dig-digital-business>

DIGITAL FOOTPRINTS

LinkedIn

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Personal Branding