



Personal branding for individual dentists

1. IMPRINT	
Academic Year	2021/2022
Department	Faculty of Dental Medicine
Field of study	English Dentistry Division
Main scientific discipline <i>(in accord with appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019)</i>	Medical sciences
Study Profile <i>(general academic / practical)</i>	General academic
Level of studies <i>(1st level /2nd level/ uniform MSc)</i>	Uniform MSc
Form of studies	Full-time program
Type of module / course <i>(obligatory / non-compulsory)</i>	Non-compulsory
Form of verification of learning outcomes <i>(exam / completion)</i>	Completion
Educational Unit / Educational Units <i>(and address / addresses of unit / units)</i>	Department of Social Medicine and Public Health Medical University of Warsaw Oczki 3, 02-007 Warszawa Phone: 22-621-52-56, 22-621-51-97 E-mail: msizp@wum.edu.pl

Head of Educational Unit / Heads of Educational Units	Associate Professor Aneta Nitsch-Osuch, MD, PhD (anitsch@wum.edu.pl)
Course coordinator (title, First Name, Last Name, contact)	Associate Professor Aneta Nitsch-Osuch, MD, PhD (anitsch@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)	Magdalena Bogdan, PhD (mbogdan@wum.edu.pl)
Teachers	Magdalena Bogdan, PhD (mbogdan@wum.edu.pl)

2. BASIC INFORMATION

Year and semester of studies	2 nd year, 3 rd and 4 th semester, 3 rd year, 5 th and 6 th semester	Number of ECTS credits	
FORMS OF CLASSES		Number of hours	ECTS credits calculation
Contacting hours with academic teacher			
Lecture (L)		15 (e-learning)	
Seminar (S)		15 (e-learning)	
Unassisted student's work			
Preparation for classes and completions		5	

3. COURSE OBJECTIVES

O1	This course will cover the major information about creation the personal branding for individual dentist.
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4. STANDARDS OF LEARNING – DETAILED DESCRIPTION OF EFFECTS OF LEARNING (concerns fields of study regulated by the Regulation of Minister of Science and Higher Education from 26 of July 2019; does not apply to other fields of study)

Code and number of effect of learning in accordance with standards of learning (in accordance with appendix to Regulation of Minister of Science and Higher education from 26th July 2019)	Effects in time
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Knowledge – Graduate* knows and understands:	
G.K29.	Knows legal regulations concerning health care activity

Skills– Graduate* is able to:	
G.S24.	Applies legal regulations concerning the profession of a dentist

* In appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019 „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:	
K.1	Knows key methods and tools for professional dentist branding
K.2	Knows advantages and disadvantages of social media promotion
Skills– Graduate is able to:	
S.1	Is able to analysis a key steps of professional dentist branding
S.2	Is able to promote future personal brand
Social Competencies – Graduate is ready for:	
SC.1	is ready for preparing a practical project

6. CLASSES		
Form of class	Class contents	Effects of Learning
Lectures	L1 Introduction to personal branding and dentist’s reputation.	G.K29., S.1
	L2 How to define your future personal brand? – creation concepts and development methods.	G.S24., K.1, SC.1
	L3 Keys methods for professional dentist branding.	K.1, S.1
	L4 Crucial points for dentists in establishing a personal branding.	K.2, SC1
	L5 The examples of successful marketing strategies for dentists.	S.1, S2., SC1
Seminars	S1 How to promote your future personal brand? – traditional channels vs social media.	K.2, S.1, SC1
	S2 Social media marketing dentists’ common mistakes.	K.1, S.1, SC.1
	S3 Is HARO (help a reporter out) a replacement for PR and personal branding for dentist?	G.K29., K1., K2., SC.1
	S4 Own future dentist personal brand development – individual student project 1 st part.	G.K29., G.S24., S.1, S.2, SC.1
	S5 Own future dentist personal brand development – individual student project 2 nd part.	G.K29., G.S24., S.1, S.2, SC.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

1. Getzen, T., Health Economics: Fundamentals and Flow of Funds, John Wiley & Sons, Inc., 1997.

8. VERIFYING THE EFFECT OF LEARNING

Code of the course effect of learning	Ways of verifying the effect of learning	Completion criterion
G.K29., G.S24., K.1, K.2, S.1, S.2, SC.1	<p>Active participation in online lectures.</p> <p>Active participation in e-learning seminars.</p> <p>The course ends without a grade (only receiving credit) and will be verified on the basis of:</p> <ul style="list-style-type: none"> • active participation in lectures and seminars, • preparation of a project concerning oral health in global perspective <p>On-line consultations with a teacher: S1; S2 – 03.11.2021 – 6 PM S3; S4 – 10.11.2021 – 6 PM S5; S6 – 17.11.2021 – 6 PM S7; S8 – 24.11.2021 – 6 PM S9; S10 - 01.12.2021 – 6 PM</p>	Positive evaluation of the project.

9. ADDITIONAL INFORMATION *(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)*

1. Lectures and available educational materials present the most important information on the topic "personal branding".
2. The person responsible for teaching in a given year: Magdalena Bogdan, PhD; email: mbogdan@wum.edu.pl.
3. Course will be held on the e-learning MUW platform.
3. The Student Scientific Society of Healthcare Management run by the Department of Social Medicine and Public Health of the Medical University of Warsaw is supervised by Magdalena Bogdan, PhD; mbogdan@wm.edu.pl). Information about The Student Scientific Societies is available on the Department's website: <https://msizp.wum.edu.pl/>