

## DAAD Training Module: Self Marketing

**Trainer:**

Salama, Heba Dr.

**Target Group:**

Master Students, PhD Candidates

**Language Of Instruction:**

English

**Duration:**

1 Day (6 + 1 hours/ 9am-3pm GMT +1)

### CONTENT

This module defines self-marketing and explains why it is important in the career. It explains the different components of a successful self-marketing (resume – motivation letter – self introduction – interview – networking). Participants will learn how to utilize one’s own strength points and, thus, improve their self-marketing skills.

### LEARNING OUTCOME

- Structure and design own resume according to the international standards.
- Write a convincing motivation / cover letter.
- Introduce themselves clearly and effectively
- Identify own strength points / individual character.
- Recognize the importance of networking and benefit from their own networks.
- Deal with difficult/sudden situations during an interview.

### ORGANIZATIONAL REMARKS

Necessary tools:

- paper sheets
- cards

### TRAINER PROFILE



Dr. Heba Salama is a DAAD-Alumna employed as Associate Professor of Crop Science at the Faculty of Agriculture, Alexandria University. Currently, she is the president of the communication and international relations office at her faculty.

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