

# MOOC Learning Objectives

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 [coursera.org/learn/personal-branding/supplement/rhImY/mooc-learning-objectives](https://coursera.org/learn/personal-branding/supplement/rhImY/mooc-learning-objectives)

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I have established six main learning objectives for this course.

Learners will:

- 1) understand both what personal branding means and what it means to be a brand
- 2) establish themselves on at least two social media platforms
- 3) define a brand mission statement for their personal brand
- 4) build a board of directors for their brand
- 5) become familiar with the basics of digital security and reputation management
- 6) create a routine for on-going brand maintenance