



INTERPERSONAL SKILLS AND SELF DEVELOPMENT | ISSD-012

Career Development and Self-Marketing

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Course content

Why Attend

Careers are less linear than ever, and professionals must manage their own development and visibility. Clear career goals and effective self-marketing open new opportunities.

This Aractech course covers career self-assessment, career paths and options, goal setting, skills development, networking, personal brand, CVs and online profiles, interviews and career conversations with managers. Participants develop a career plan.

Course Methodology

- Self-assessments
- Workshops
- Role plays
- Peer coaching
- Personal planning

Course Objectives

- Assess strengths, interests and values
- Explore career options and paths
- Set career goals and development plans
- Build networks and a personal brand
- Present yourself effectively in CVs and interviews
- Hold productive career conversations

Target Audience

- Early and mid-career professionals
- Career changers

Course content

- Graduates
- Professionals seeking promotion

Course outline

Detailed course outline

Day-by-day outline for Career Development and Self-Marketing.

Day 1 - Self-Assessment

- 09:00-09:45 | Strengths
- 09:45-10:30 | Interests
- 10:30-11:00 | Values
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Values (continued)
- 11:45-12:30 | Skills inventory
- 12:30-14:00 | Exercise: Career profile

Day 2 - Career Options

- 09:00-09:45 | Career paths
- 09:45-10:30 | Market trends
- 10:30-11:00 | Internal opportunities
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Internal opportunities (continued)
- 11:45-12:30 | Further learning
- 12:30-14:00 | Workshop: Options map

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Day 3 - Goals and Development

- 09:00-09:45 | Career goals
- 09:45-10:30 | Development plans
- 10:30-11:00 | Mentors
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Mentors (continued)
- 11:45-12:30 | Experience
- 12:30-14:00 | Exercise: Development plan

Day 4 - Self-Marketing

- 09:00-09:45 | Personal brand
- 09:45-10:30 | CVs
- 10:30-11:00 | Online profiles
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Online profiles (continued)
- 11:45-12:30 | Networking
- 12:30-14:00 | Lab: Profile rewrite

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Day 5 - Interviews and Conversations

- 09:00-09:54 | Interviews
- 09:54-10:48 | Career conversations
- 10:48-11:00 | Negotiation
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Negotiation (continued)
- 12:12-13:06 | Next steps
- 13:06-14:00 | Capstone: Career plan

Seminar dates

Available seminar dates

Live dates and pricing for Career Development and Self-Marketing generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Rome	Classroom	€3,460
7 - 11 December 2026	Kuala lumpur	Classroom	€1,925
11 - 15 January 2027	Istanbul	Classroom	€1,978
8 - 12 February 2027	Cape Town	Classroom	€1,625
8 - 12 March 2027	Frankfurt	Classroom	€1,875
12 - 16 April 2027	Barcelona	Classroom	€2,815
10 - 14 May 2027	Frankfurt	Classroom	€1,875
14 - 18 June 2027	Rome	Classroom	€3,460
12 - 16 July 2027	Kuala lumpur	Classroom	€1,925
9 - 13 August 2027	Barcelona	Classroom	€2,815

Seminar dates

Available seminar dates

Live dates and pricing for Career Development and Self-Marketing generated from the course details page.

Date	Location	Format	Fee
13 - 17 September 2027	Paris	Classroom	€3,825
11 - 15 October 2027	Frankfurt	Classroom	€1,875
8 - 12 November 2027	Barcelona	Classroom	€2,815
13 - 17 December 2027	Frankfurt	Classroom	€1,875
16 - 20 November 2026	Online / Live	Online / Live	€1,815
7 - 11 December 2026	Online / Live	Online / Live	€1,815
11 - 15 January 2027	Online / Live	Online / Live	€1,815
8 - 12 February 2027	Online / Live	Online / Live	€1,815
8 - 12 March 2027	Online / Live	Online / Live	€1,815
12 - 16 April 2027	Online / Live	Online / Live	€1,815

Seminar dates

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Date	Location	Format	Fee
10 - 14 May 2027	Online / Live	Online / Live	€1,815
14 - 18 June 2027	Online / Live	Online / Live	€1,815
12 - 16 July 2027	Online / Live	Online / Live	€1,815
9 - 13 August 2027	Online / Live	Online / Live	€1,815
13 - 17 September 2027	Online / Live	Online / Live	€1,815
11 - 15 October 2027	Online / Live	Online / Live	€1,815
8 - 12 November 2027	Online / Live	Online / Live	€1,815
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