

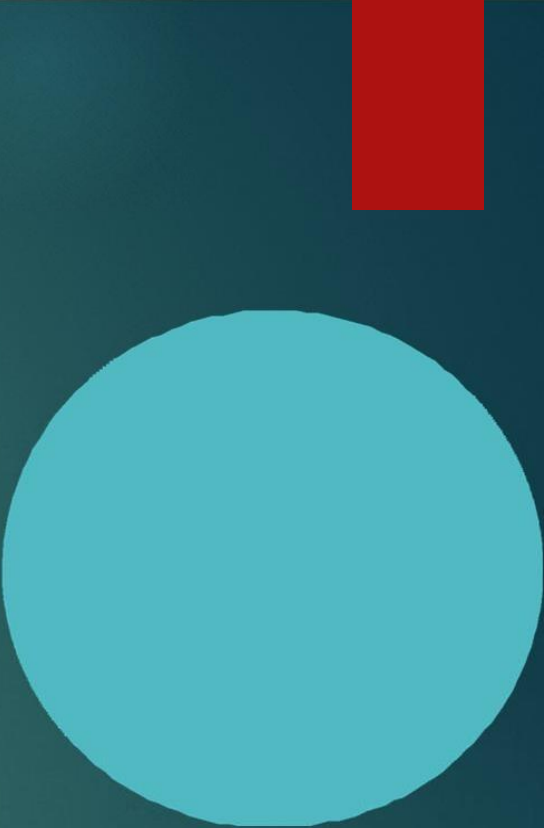
ACADEMIC AND EMPLOYABILITY SKILLS

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Intend career : CMO
Career prospect : High
Current Job: Marketing Consultant
Experience 3 years plus



WHY ACADEMIC AND EMPLOYABILITY SKILLS ARE NEEDED?

- TO SHAPE UP CAREER
 - TO COPE UP WITH CHANGING WORLD
 - TO ACCOMPLISH DAILY ACTIVITIES EFFICIENTLY
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Skill Requirements in My Career (Marketing Executive)

- ▶ Skills of Communication
- ▶ Abilities to Negotiation
- ▶ Strategic Planning Skills
- ▶ Team Building & Managing quality
- ▶ Critical Decision Making Skills
- ▶ Managing Time proficiently Skills



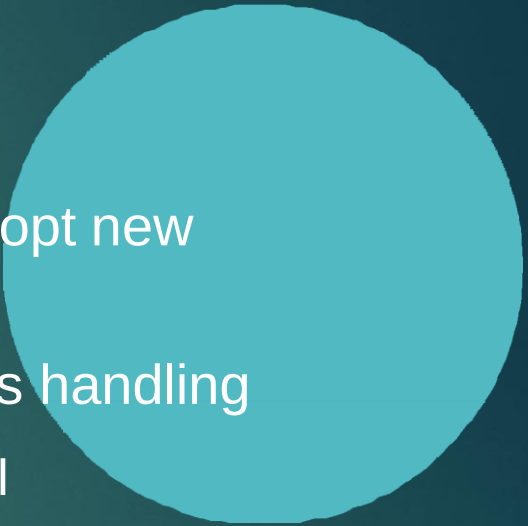
SWOT Analysis



Strengths

- ▶ Industry experience
- ▶ Expertise in writing
- ▶ Creative thinking
- ▶ Critical analysis
- ▶ Time management
- ▶ Problem solving and decision making

Weaknesses

- ▶ Time needed to adopt new technology
 - ▶ Problem with stress handling
 - ▶ Availability of digital consultant
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Opportunities and Threats



Opportunities

- ▶ Favorable environment
- ▶ Known Job Market
- ▶ Supportive Culture

Threats

- ▶ Possible change in environment
- ▶ Incredible growth of digital consultant



Time Management Tools



- ▶ Note-taking apps
- ▶ Time tracker
- ▶ Special time management software



Conclusion

Thank you so much for listening to me.



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