

ACADEMIC AND EMPLOYABILITY SKILLS

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INTRODUCTION

- The following presentation will showcase the skills set that are needed to be a successful marketing manager.
- For knowing which skills are available and which are not, a personal SWOT analysis will be done here.
- Using the plan all skills can be managed for adopting the missing skills in order to get a job as a marketing manager.



SWOT ANALYSIS

- Strengths

The main skills that are required for being a successful marketing manager are communication skills, critical thinking skills and problem-solving skills.

- Weaknesses

Among all the skills that are needed to be a marketing manager, I do not have team working skills or leadership skills.

- Opportunities

When applying for a job in marketing management, the skills that are available to me can be helpful for me.

- Threats

The skills that are not present in me are a team working skills and leadership skills which are very much important for being a marketing manager.



PERSONAL DEVELOPMENT PLAN

Skills	The process of Improvement	Time is taken for Improvement
Team Working Skill	I can enhance my team working skills by knowing my job role in a better way. Other than that, I need to evaluate all the responsibilities I have and also need to know the business goal in order to know how to manage the team members.	3 months
Leadership Skill	I would have to focus on encouraging discipline in the teams through which I can deliver my thoughts properly. Besides that, I have to listen to others' opinions which can motivate them to be on the team and follow the plan. In this way, I will be able to be a good marketing manager and get the job in my preferred company.	4 months
Time Management Skill	This skill is also not present in me. For improving this skill some time management tools will be used by me like Trello, RescueTime, Toggl Track, Toggl Plan and more (Keefe, 2022). With the help of these tools, this skill will be adopted by me which help me to be appointed as a marketing manager.	3 months

OPPORTUNITIES OF A MARKETING MANAGER IN THE INDUSTRY

- A marketing manager is an individual who is responsible for managing and organising marketing campaigns for a company and also generating valuable demand for the products or services that the company offers (Prospects, 2022).
- By having the skills, it can be ensured that the right set of customers is attracted to the company which would help in increasing the profit (Wibowo *et al.*, 2020).



CONCLUSION

The presentation has demonstrated the skill required for getting a job in a marketing manager position.



A PDP has been given to improve those skills with the roles and responsibilities of a marketing manager.

REFERENCES

Keefe, R., 2022. *10 Tools That Will Improve Your Time Management Skills*. [online]

Prospects. 2022. *Marketing executive job profile* | *Prospects.ac.uk*. [online]

Wibowo, A., Chen, S.C., Wiangin, U., Ma, Y. and Ruangkanjanases