

TASK 1: ACADEMIC AND EMPLOYABILITY SKILLS - ACE PRACTICAL PORTFOLIO

Theodor Marian Trofin (2014233)
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Introduction

- A student needs to prepare for a particular field that he wants to choose after study as a career option. According to modern-day organisations, a student needs functional academic knowledge. This presentation will be going to cover professional skills requirements in ***Marketing Manager***



Intended Career

- According to my study in *management*, *my intended* career option for me will be *Marketing Manager*. This career option will be going to help in presenting and enhancing all skills that I have developed during a study of management in University.
- Job of marketing will provide a student with a management opportunity to work in an environment which he is accustomed to during course of his study. Moreover, through this kind of job, he will be able to achieve his future career goals by properly gathering experiences from job field (Sharma and Bhagra, 2018).

Reason for Selecting the Career

- This career will provide me with an option to present developed ***communication skills*** that I have learned during my profession-oriented course. This profession will be going to give an opportunity to study to communicate with clients and own team members. A management student with successful communication skills will be able, properly deal with clients and successfully lead a marketing team (Bhagra and Sharma, 2018).
- This career option will make a student active in field of ***teamwork*** and team management to conduct business dealing. Career of a marketing manager can provide a student with a capability to work harmoniously throughout business deals. Ability to manage all team members and engage them to a single goal can give student knowledge with perfect leadership capability.

Self-Assessment Using SWOT Analysis

Strengths and Weakness

- A professional qualification that a student will gain from a career-oriented business will be going to help him in his future career as a marketing manager through *analytical ability*, and *industry dealing capability*.

Threats and Opportunity

Reliability issues can occur among own team members at times joining.

Lack of *leadership capabilities* can create problems in management team.

Lack of *analytical thinking* ability can make my organisation with business loss, this kind of scenario can result in termination of a career.

Professional Development Plan

Self Assessment	• Effective in communication • Efficient in thinking analytically • Lack of experience • Nervousness
Goals	• To be an effective marketing manager • To achieve experience for further growth
Strategies	• Attending seminars • Personal involvement in studies and courses
Resources	• Courses, internet and books
Timelines	• Minimum 4 months and maximum 6 months

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A background image showing a business handshake over a desk. A laptop is open on the left, and various papers and a pen are scattered on the desk surface. The entire image is overlaid with a semi-transparent blue filter.

Thank You