

Academic and Employability skills for **Marketing Analyst**



Module Title: *Academic and employability skills*

Module Code: *BMSW4001*

Course teacher: *Gregory Cowan*

Student name: *Suraiya Amin*

Student ID: *2028701*

Introduction



- To be successful professional need critical academic and employability skills.
- Skills will enable to grab the opportunities
- Also help to go forward
- Must assess own strengths and weaknesses

Skills required for marketing analyst



- Time management skill
- Verbal and written communication skill
- Analytical skill
- Information technology skills
- Detail orientation
- CV writing and cover letter writing

Time management skill



- Enables to have a track of assign activities
- Leads to proper allocation of time
- Ensures the accomplishment of works on time
- Ensures discipline in both personal and professional life
- Reduces the number of deadline missed

Verbal and written communication skill



- Brings confidence among the job candidates
- Improves ability to express own potential
- Enables to be a good presenter
- Written skills are required to report to senior management
- Facilitates in convincing customers

Analytical skill



- This skill requires expertise on various statistical tools like SPSS, SMART PLS and so on
- Requires a proper understanding of the environment
- Helps in making right decisions
- Facilitates in understanding the market trends and demand of the products

Information technology skills



- Information technology or IT leads the business world
- Improves the efficiency of the job candidates in accomplishing desired works
- Increases the chance of employability

SWOT analysis



Strengths

- Skilled in time management skill
- Skilled in interacting with people

Weaknesses

- Requires improvement in analytical skill
- I am weak in written communication

Opportunities

- Enhanced chance of getting hired in IT sectors

Threats

- Increased competition in job market
- Less vacancy due to COVID 19

Conclusion



- Analysis of personal skills and abilities enables the individual to assess their key strengths and weaknesses.
- Strengths and weaknesses analysis can be done through SWOT analysis which is an effective tool.
- Based on the analysis, individuals should prepare their personal development plans

References



- NCEF, 2021. The skills needed from a post COVID-19 workforce. [online]. Available at: <https://www.ncfe.org.uk/blog/the-skills-needed-from-a-post-covid-19-workforce>
- OECD, 2021. An assessment of the impact of COVID-19 on job and skills demand using online job vacancy data. [online]. Available at: <https://www.oecd.org/coronavirus/policy-responses/an-assessment-of-the-impact-of-covid-19-on-job-and-skills-demand-using-online-job-vacancy-data-20fff09e/>
- Singh, G.K.G. and Singh, S.K.G., 2008. Malaysian graduates' employability skills. *UNITAR e-Journal*, 4(1), pp.15-45.
- Skillcast, 2021. 10 Ways to Improve Your Time Management Skills. [online]. Available at: <https://www.skillcast.com/blog/10-ways-improve-time-management-skills>