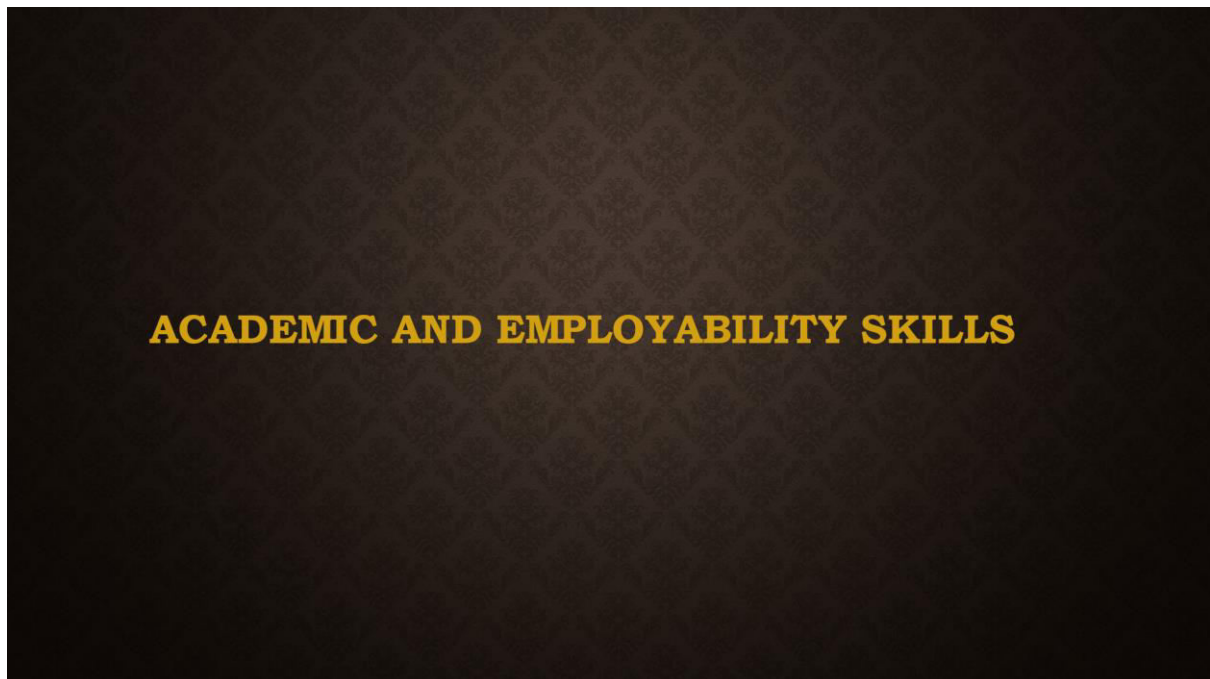


SLIDE 1:



SLIDE 2:

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SLIDE 3:

INTRODUCTION

The following assignment will be describing the intended career path that I have chosen.



Along with this, the assignment will also include the personal SWOT analysis.

Notes:

Introduction

The following assignment will be describing the intended career path that I have chosen. Further, the assignment will also be explaining different academic and employability skills that are required for the chosen career path. Along with this, the assignment will also include the personal SWOT analysis. This would help in analysing the personal strength and weaknesses. Furthermore, it would also include the time management tools and the personal development plan which would help in enhancing the skills.

SLIDE 4:

SKILLS REQUIRED FOR THE MARKETING MANAGER

I have decided to choose the career of marketing manager which is one of the most challenging tasks.



(Doyle, 2019)

The role of the marketing manager includes motivating the employees, creating innovative ideas.

Notes:

Skills required for the Marketing Manager

I have decided to choose the career of marketing manager which is one of the most challenging tasks. Further, this position requires different skills which are effective in managing the tasks associated with that job role (Uifalean, 2021). Along with this, the marketing manager requires critical thinking skills, problem-solving skills and proper planning skills. Further, the role of the marketing manager includes motivating the employees, creating innovative ideas which would help in enhancing the profit margins of the organisations.

SLIDE 5:

SWOT ANALYSIS

Strength	Weaknesses
a. Team-working Skills: I have the skills and the ability to work in a team and manage the team effectively. b. Active listening and communicating skills: These are one of the most important skills which help individuals in communicating effectively and coordinate with others as well (Egeland, 2017).	a. Lack of problem-solving skills: I get easily panicked at times of tense situations and I easily lose my focus (skillsyouneed, 2021). b. Impulsive nature: This is also one of my weaknesses, where I lose control of the situation including public speaking.

Notes:

1.1 SWOT Analysis

The SWOT Analysis helps in analysing the strength and weaknesses of an individual. Further, it also helps in developing the understanding regarding the skills which are yet to be developed.

Strength

Weaknesses

a. Team-working Skills: **I have the skills and the ability to work in a team and manage the team effectively.**

b. Active listening and communicating skills: **These are one of the most important skills which help individuals in communicating effectively and coordinate with others as well (Egeland, 2017).**

a. Lack of problem-solving skills: I get easily panicked at times of tense situations and I easily lose my focus (skillsyouneed, 2021).

b. Impulsive nature: This is also one of my weaknesses, where I lose control of the situation including public speaking.

SLIDE 6:

CONTD...	
Opportunity	Threats
a. Team Efficiency: The teamwork working skills will help me in collaborating with different individuals and will also help me to build the team more efficiently.	a. High competition: More individuals are talented and are well equipped with different skills. This increases the competition in this field.
b. Internships Programs: These types of programs with large organisations will become effective in creating more opportunities in this field.	b. Loss of self-control: This can be one of the threats that are associated with the impulsive nature. This can act as a threat in the future career path.

Notes:

Opportunity

Threats

a. Team Efficiency: The teamwork working skills will help me in collaborating with different individuals and will also help me to build the team more efficiently.

b. Internships Programs: These types of programs with large organisations will become effective in creating more opportunities in this field.

a. High competition: More individuals are talented and are well equipped with different skills. This increases the competition in this field.

b. Loss of self-control: This can be one of the threats that are associated with the impulsive nature. This can act as a threat in the future career path.

Evaluation:

The SWOT framework has helped in analysing my skills which act as my strengths. Further, one of the most important which I already possess is active listening and communicating skills. This helps in communicating effectively and coordinate well with others. Moreover, this skill creates more opportunities to get the role of the marketing manager. Along with that, the SWOT analysis has also helped me in analysing my weaknesses. With the help of this, I was able to find out that I am very impulsive which can create problems in my workplace. Along with that, the lack of problem-solving skills might also act as a barrier to getting the desired job role.

SLIDE 7:

TIME MANAGEMENT TOOLS

These tools are efficient in managing all the work and organising things accordingly.



- Further, efficient time management skills such as the ProofHub, Scoro, Active Collab and others lessens the chances of not accomplishing the work within the time limit.

Notes:

1.2 Time Management Tools

These tools are efficient in managing all the work and organising things accordingly. Further, this is one of the most important skills which help the individual to accomplish the work within the given deadline (Doyle, 2019). Along with this one of the greatest advantages of the time management tool is that it helps in lessening the anxiety regarding the work. Further, efficient time management skills such as the ProofHub, Scoro, Active Collab and others lessens the chances of not accomplishing the work within the time limit.

SLIDE 8:

PERSONAL AND PROFESSIONAL DEVELOPMENT PLAN

What do I want/need to learn?	What will I do to achieve this?	What resources or support will I need?	What will my success criteria be?	Target dates for review and completion
Problem Solving Skills	Read more books and do more research works	Regularly listening to different podcasts will give more ideas regarding this skill (Styzek, 2021).	Preparing the well-organised skill	3 months
Stress Management Skills	Accomplishing the work within the given time limit.	Practising Yoga regularly and following different channels of various Gurus. This will help in maintaining the stress and handle the situation carefully.	Accomplishing the stressful tasks without any anxious thoughts	4 months
Organisation Skills	Creating schedules for different tasks and working following those skills.	Keeping the schedule in my room will help me in staying focused on my plan.	Checking the schedules and seeing whether all the work was accomplished within the time (Matar, 2021).	6 months
Innovation Skills	Doing more market research regarding the products and about the market environment	Constantly checking the updates about the business environment on different websites	Making the proper planning regarding the development of a completely new product	8 months

Notes:

Personal Development Plan

What do I want/need to learn?

What will I do to achieve this?

What resources or support will I need?

What will my success criteria be?

Target dates for review and completion.

Problem-Solving Skills

Read more books and do more research works.

Regularly listening to different podcasts will give more ideas regarding this skill (Stytek, 2021).

Preparing the well-organised skill.

3 months

Stress Management Skills

Accomplishing the work within the given time limit.

Practising Yoga regularly and following different channels of various Yoga Gurus. This will help in maintaining the stress handle the situation carefully.

Accomplishing the stressful tasks without any anxious thoughts.

4 months

Organisational Skills

Creating schedules for different tasks and working following those skills.

Keeping the schedule in my room will help me in staying focused on my plan.

Checking the schedules and seeing whether all the work was accomplished within the time (Matar, 2021).

6 months

Innovation Skills

Doing more market research regarding the products and about the market environment.

Constantly checking the updates about the business environment on different websites.

Making the proper planning regarding the development of a completely new product.

8 months

Reflective Summary:

The above chart shows the different skills which are needed to be developed. These are some of the employability and innovative skills which are also required to become the marketing manager of the chosen organisation. Further, this skill also helps individuals in developing their personalities. I have noticed that there are several skills like organisational skills, innovation skills and others that are yet to be enhanced. The skills like organisational skills are also required for the efficient marketing manager which will help in managing the work efficiently. I also need to develop these skills which will be beneficial for me in the long run as well. The chart has also given the set time limit for accomplishing the goals. Further, to enhance these skills, I need the help of different resources. These resources are also explained in this. Along with that, the success criteria is also mentioned in the above chart.

SLIDE 9:

CONCLUSION

The report has focused on the different academic and employability skills which are necessary for the individuals for the chosen career path.



(Matar, 2021)

Further, the assignment has included the SWOT framework which has helped in analysing my strength and weaknesses.

Notes:

Conclusion

The report has focused on the different academic and employability skills which are necessary for the individuals for the chosen career path. I have chosen the career path of marketing manager which is one of the most challenging fields. Further, the assignment has included the SWOT framework which has helped in analysing my strength and weaknesses. Along with that the time management tools and the personal development plan has also helped in making the effective planning towards improving different skills which I lack in.

SLIDE 10:

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