



BMSW 4001

Academic and Employability Skills

Assignment 1

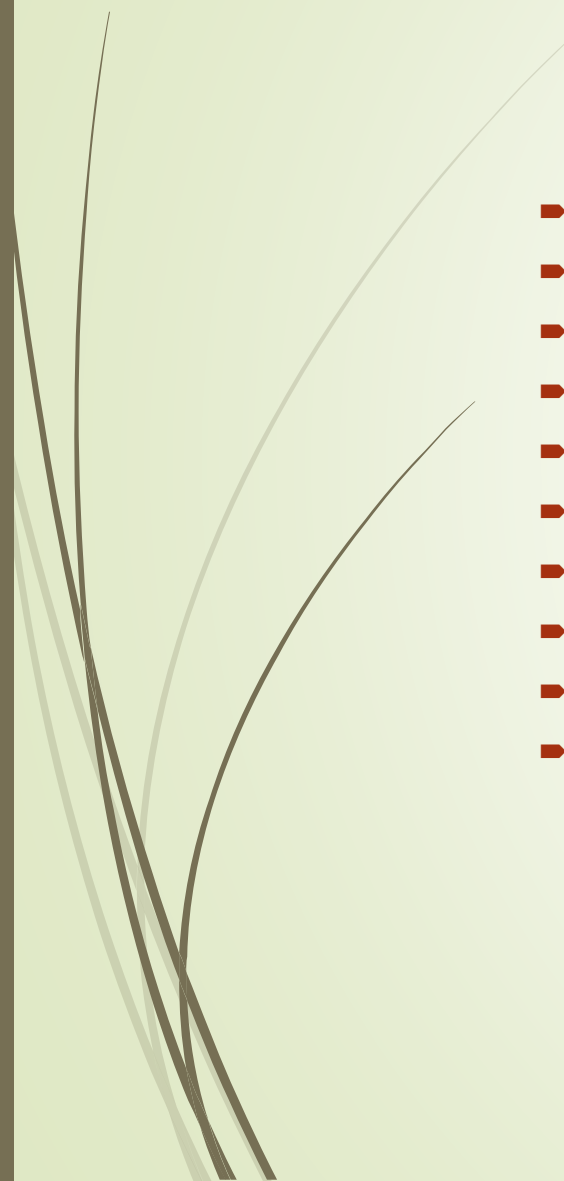
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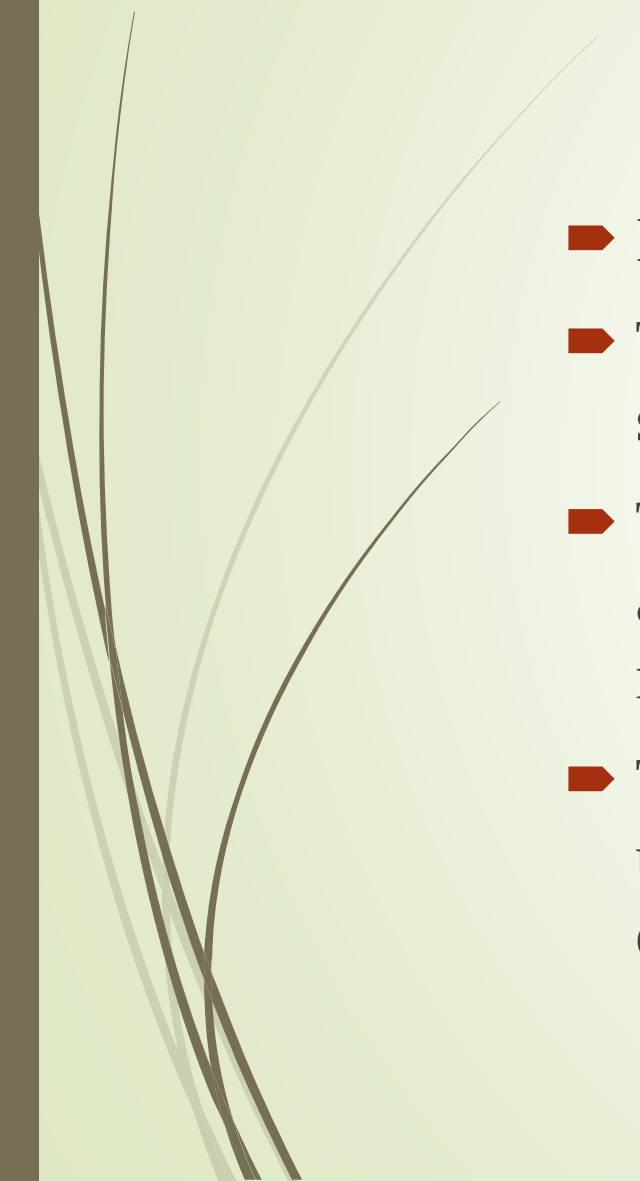


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Introduction



- In the future, I wanted to be in the marketing profession.
- This is a very challenging profession and for that, I need to have some skills to perform the role of a marketer.
- The purpose of this presentation is to find out the skills both academic and employability which I need to have, to be in the marketing profession.
- Tools like SWOT and PDP will be used here so that I can be able to understand the skill which I have along with the process of development.

SWOT Analysis

Strengths	Weaknesses
1. Communication skills 2. Team working 3. Conflict resolution 4. Ability to understand others needs	1. Emotional intelligence 2. Problem-solving
Opportunities	Threats
1. Negotiation 2. Analytics skills 3. Technology skill	1. Decision making



Communication Skill

- This is among the most important academic and employability skill.
 - This skill will enable me to transmit and receive a message with others effectively (Pollak, 2020).
 - Both verbal and non-verbal communication is important for me to achieve success.
 - For example, if I am not able to communicate with effectively then I will not be able to attract customers to the business because marketing is sharing information with the customers.
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Team working

Team working

- A marketer is part of a team and for that, I have to develop this skill of mine so that I can achieve success.
- The ability to work with others effectively to achieve the common goal of the team is a team working (Haasler, 2013).
- This skill is required to make sure that all the member of the teamwork to achieve the same objectives.
- In term of employability, every employee wants that employee should have this skill.



Conflict Resolution and the ability to understand others

- These two are one of the most important employability skills to have.
- When two or more employees will work together then there is a possibility that conflict will arise.
- An employee must need to have the ability to solve the problem effectively (Nan, 2011).
- For a marketer, it is important to understand what the customers want.
- If an individual who wants to develop a profession in this and unable to understand the needs of the customers then there will be little chance of success.

Emotional intelligence and problem solving

Emotional intelligence

- An individual who wants to achieve success in both academic and professional life needs to control emotion.
- There will arise many circumstances in which an individual might lose emotion but achieve success, it needs to be solved (Pitan, 2016).

Problem solving

- The ability of an individual to solve any types of problem arises is problem-solving ability.
- This skill might help an individual to improve the effectiveness of the work.
- But I have to develop these two skills of mine.



Negotiation and analytics skills

- The ability of an individual to find a mutually agreed solution is negotiation skills.
 - A market will have to deal with different parties and to ensure that objectives of the business are achieved proper negotiation is required.
 - An individual like me who wants to develop a career in marketing must need to have the skills to analyse (Tae, 2016).
 - This will help me to understand the demand of the customers and how to deal with a situation effectively.
 - I did not have the chance to develop these skills yet and for that, the PDP plan of mine will help me to do that.
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Technology use and Decision making

Technology and Decision making

- Technology like GPS, social media, DVR's and mobile app has an important implication on the marketing.
- The ability of an individual to use these technology ensures whether an individual will achieve success or not.
- I must have to develop this skill of mine to become an effective marketer.
- Decision making is one of the most important employability skills but I think that I do not have this skill.
- The ability of an individual to reach an effective conclusion by analysing the events is known as decision making (Helfand, 2015).

PDP

Skills	Objectives	Action Plan	Resources	Time
Problem-solving	Achieve the ability to solve any types of problem	1. Borrow and read books from the university library. 2. Find a suitable online course. 3. Take help from the expert. 4. Always try to solve a practical problem.	University, library, computer, mobile, internet, practical situation.	July 2022
Emotional Intelligence	Achieve the ability to control my emotion	1. Join in a meditation class and try meditation. 2. Try to remain calm in every situation. 3. Join in an online class available in LinkedIn.	Computer, mobile, meditation class, internet, LinkedIn profile	December 2021
Negotiation	Able to negotiate with others by ensuring my own goal has achieved.	1. Read books about negotiation. 2. Join different seminar and workshop about negotiation. 3. Try to use the skill practically.	Books, library, seminar, workshop, practical situation	January 2022
Analytics	Able to analyse data and understand what others want	1. Join in an online analytics course. 2. Take help from an individual who knows about this. 3. Ensure to achieve the ability to use different analytics tool.	Computer, mobile, internet, analytics tools	November 2021
Technology	Able to use different technology related to marketing	1. Find out the technology required in marketing. 2. Join in a different online course for achieving those skills. 3. Try to learn from an actual marketer.	Technology, computer, internet, marketing officer, LinkedIn profile	June 2022
Decision making	Able to develop effective decision in pressure	1. Borrow books from the university library 2. Try to make a decision and evaluate it. 3. Find a course online	Books, computer, evaluation criteria, internet	December 2021



Conclusion

- I have some of the most important employability skills like communication, team working, ability to understand others and conflict resolution.
- But these skills are not enough to perform the role of a marketer.
- A PDP has been developing so that I can achieve the skills which I do not have.
- I hope that this plan of mine will be successful and I will be able to achieve all the skills required for a marketer.

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