

Marketing manager in retail sector

Aurelia Calancea
ID: 2029143

Module code: BMSW4001_LON

Title: Academic and Employability Skills

Module Leader: Sylvia Hoffmann

ACADEMIC AND EMPLOYABILITY SKILLS



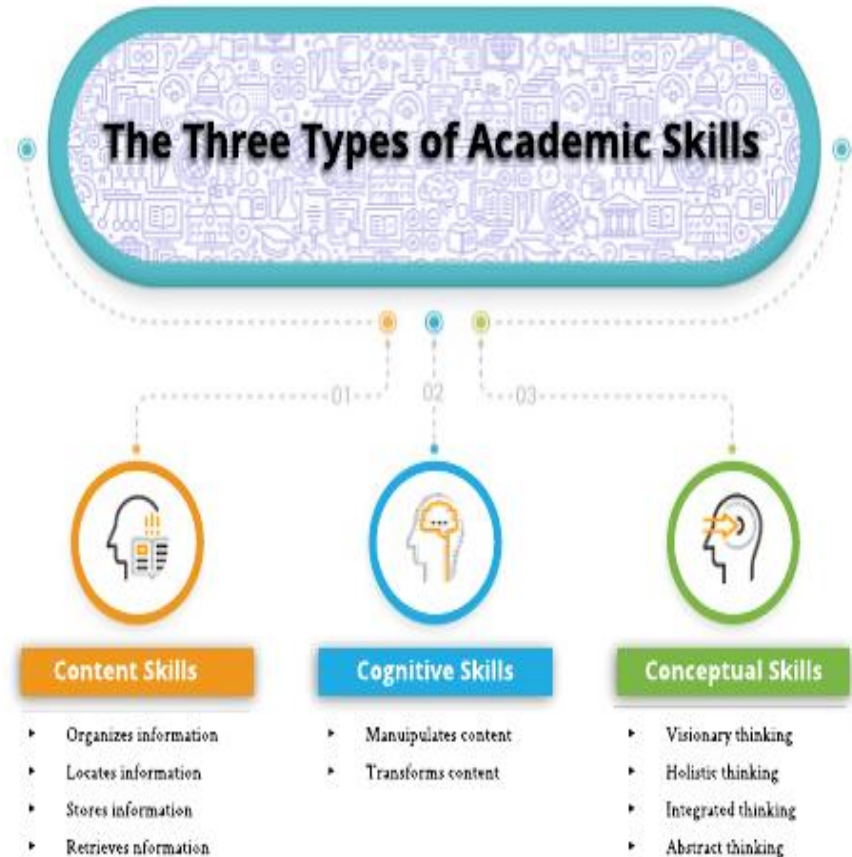
Introduction

* Description of task 1

Detailed information about the basic knowledge of the world of work that is prevailing in the retail sector.

* Meanings of academic and employability skills

Academic skills are referred to the habits and talents that provide substantial advantages to academic pursuits like research, learning, presentations, and report writing.



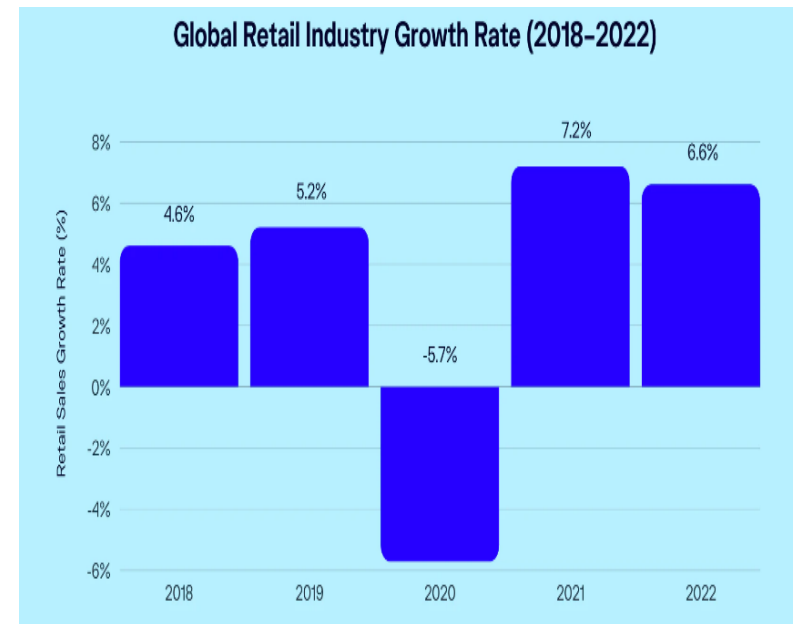
Understanding of the world of work in the retail sector

* Activities in the retail sector

Communicating with visiting people in the store to give the best customer service.

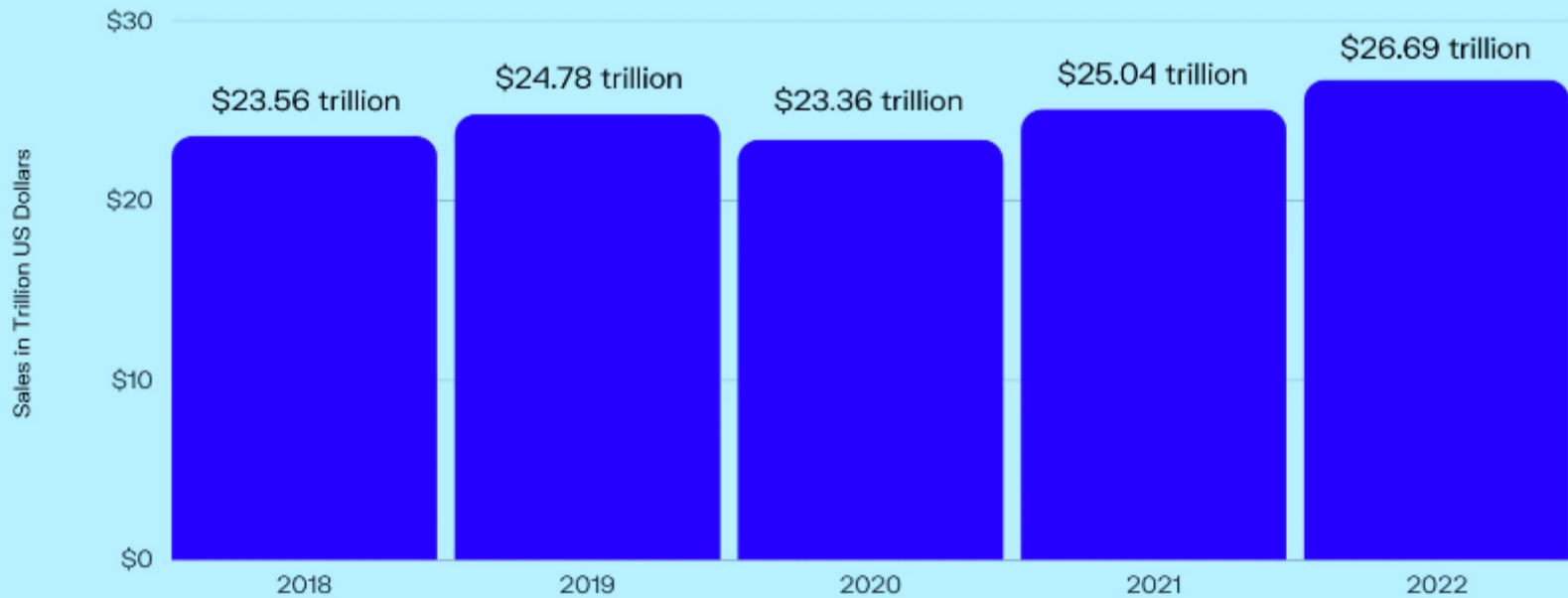
* Growth of retail sector

The retail sales had increased by 6.7% in 2022 which is higher than the five-year average of 4.4%.



Understanding of the world of work in the retail sector (Continued)

Total Retail Sales Worldwide (2018–2022)



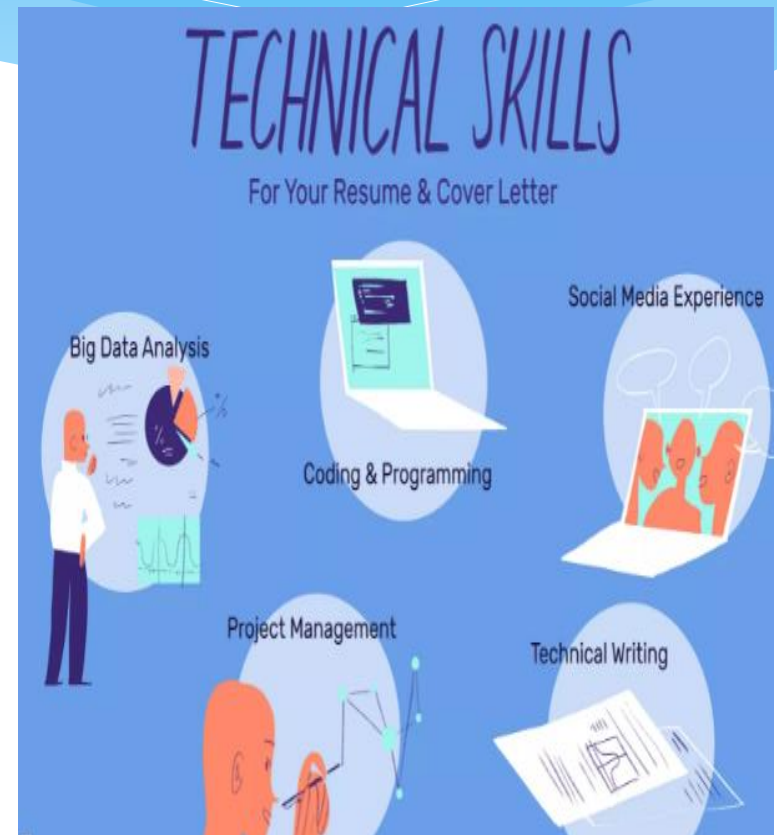
Analysis of academic skills required for marketing manager in retail sector

* **Study skills**

It is necessary for the marketing manager to have a bachelor's degree and master's degree in marketing and business administration that consists of a four-year course from a good college and university.

* **Technical skills**

It help them in increasing their value in the IT department of a retail company along with generating data security regarding annual reports and cost calculation sheets through encryption of data with a strong password.



Analysis of employability skills required for marketing manager in retail sector



- **Organizational skills**

It will lead all the managerial and marketing activities in proper analysis and scheduled way.

It will help the marketing manager in generating strategic thinking about the changes that are to be brought into the management department.

- **Decision-making skill**

It help the marketing manager in taking all necessary steps for the growth of sales and income after a thorough analysis of the current market trend of the retail industry globally.

Personal- SWOT analysis

- * **Strengths- Effective communication, effective leadership**
- * **Weaknesses- Lack of patience , Fail to provide solutions to the problems**
- * **Opportunity- promotion as a marketing manager, scopes of use of advanced technological and digital tools**
- * **Threats- High competition**

Personal development plan

Activities	Priority	Method	Evaluation	Expected date
Graduate degree	A graduate degree is one of the basic qualifications required for becoming a marketing manager (Gregorio <i>et al.</i> 2019). In order to become a successful marketing manager, I need to complete my bachelor's degree within the stipulated period and with the highest class.	I am working extremely hard to qualify for the graduate examination conducted by the college. I have dedicated my time and effort towards fulfilling the requirement of the syllabus and develop strategies to complete it within time. Moreover, I have developed a schedule to prepare for examinations as well as fulfilling my personal and academic obligation. Apart from this, I have focused on inculcating basic skills like communication and analytical skills required for the job of a marketing manager.	Basic skills are essential along with a graduate degree for the post of marketing manager. Hence, I intend to pass my graduation effectively for a better future and to build my career. I intend to develop my career with the help of an effective schedule and time plan.	31 December 2021
Apprenticeship	Apprenticeship helps to understand the type of work. Moreover, it provides the chance to explore the real work environment and analyses the challenges as well as benefits. A person needs to understand the requirements of a job and take effective measures to fulfil them. Apprenticeship is ~~centred~~ on providing effective work experience to freshers and help them excel in their careers. An apprenticeship in marketing will enable me to become a better marketing manager in the retail sector.	I can apply for an apprenticeship in a reputed retail organization for the post of marketing apprentice (~~deWinter et al.~~ 2017). It will help me to learn and work in a real environment. Moreover, the experience obtained from the apprenticeship will help me to get a better job as the marketing manager when I qualify for the post	Apprenticeship is essential for getting hands-on experience which is beneficial for a professional career.	By the end of 2021

Continuedd...

Professional course	A professional course in marketing would be fit for working as a marketing manager (Saul and Gebauer, 2018). It is identified that a professional certificate is essential apart from a graduate degree that enhances the chances of getting selected for the post of marketing manager in a reputed organization.	Professional courses provide additional knowledge and skills for completing the requirements of the job. Professional courses are required for adding additional skills that can help in completing my career objectives.	Moreover, I would attain the essential knowledge to achieve the objective of being a marketing manager.	Mid 2022
---------------------	--	---	---	----------

Conclusion

- * Academic and employability skills are essential
- * Decision-making skills, organizational skills and technical skills
- * SWOT analysis helps assess my qualities



Reference List

- Collet, C., Hine, D. and Du Plessis, K., 2015. Employability skills: perspectives from a knowledge-intensive industry. *Education+ Training*.
- * Post, G., Visser, V. and Buis, J., 2017. *Academic skills for interdisciplinary studies*. Amsterdam University Press.
- * Martinuzzi, A., Kudlak, R., Faber, C. and Wiman, A., 2011. CSR activities and impacts of the retail sector. *Research Institute for Managing Sustainability (RIMAS). Working Papers, 4*.
- * Qazi, S., Miralam, M.S. and Bhalla, P., 2017. Organizational culture and job satisfaction: A study of organized retail sector. *Journal of Business and Retail Management Research, 12(1)*.
- * Handa, V. and Grover, N., 2012. Retail sector in India: Issues & challenges. *ZENITH International Journal of Multidisciplinary Research, 2(5)*, pp.244-264.
- * Pantano, E., Pizzi, G. and Rogers, A., 2020. Who is interested in retail education? The (mis) match between the leading universities' offerings and job demand in the UK. *International Journal of Retail & Distribution Management*.
- * Rosenberg, S., Heimler, R. and Morote, E.S., 2012. Basic employability skills: A triangular design approach. *Education+ Training*.