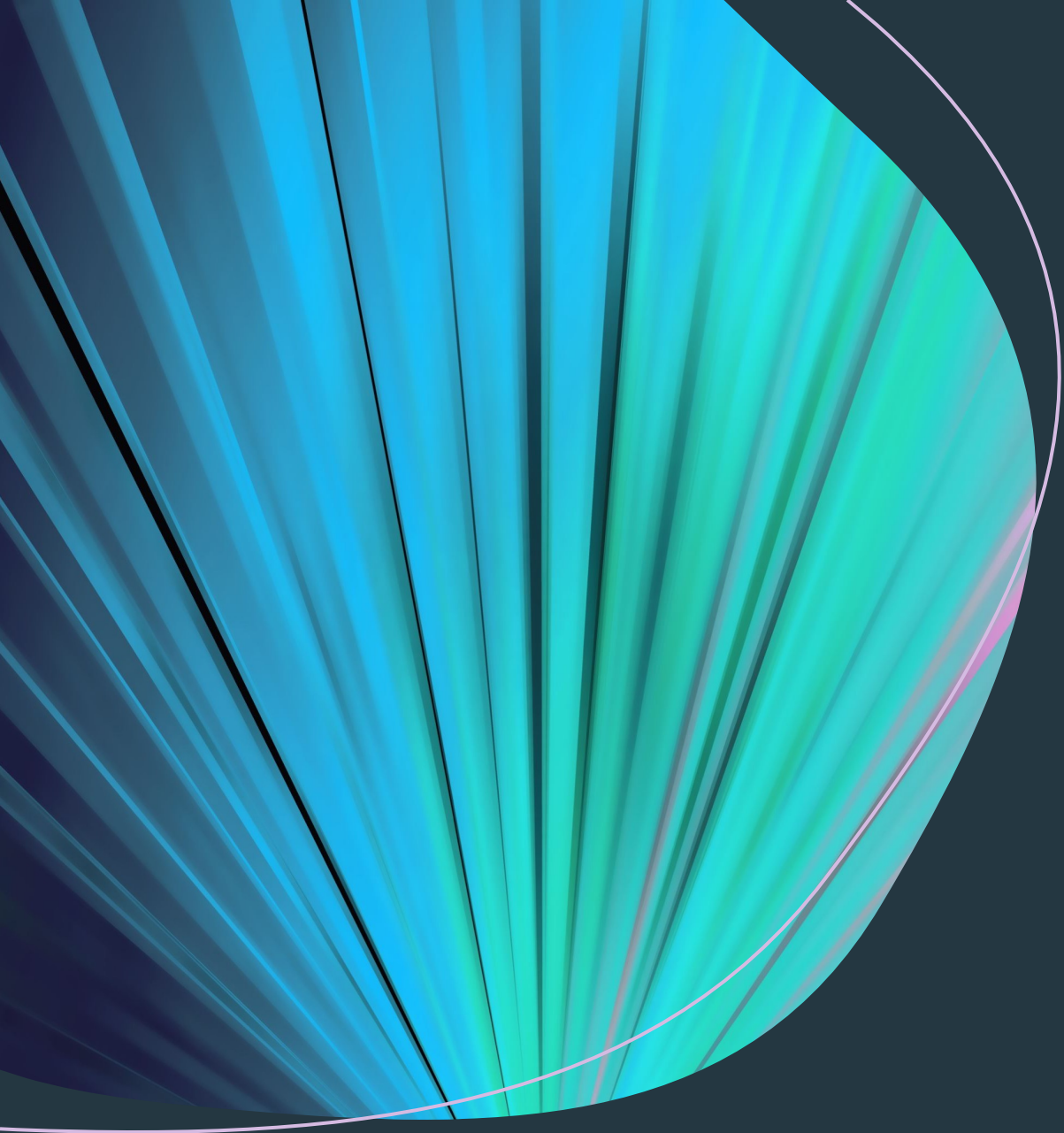




# Choosing a new Career

Raul Torres - 2115143

Module: Academic and Employability skills (BMS4001)

Lecturer: Peter Allen



# Introduction

- Background
  - Choosing a Career
  - How to achieve goals
- 



# Background

- Hospitality Management.
  - Sales / Retail Career.
- 



# Marketing

- Target Clients and develop relationships with them.
- Help with advertising and contributing ideas for Marketing campaigns.
- Produce creative content, Including videos and online posts.
- Managing social media Platforms.
- Demographics, data, and cost Analytics.
- Follow up with client Databases.
- Do market research to create strategies.

Source: (Prospects, 2021) & (Monster, 2021)



# Swot Analysis

| Strengths            | Weaknesses          | Opportunities                                               | Threats                    |
|----------------------|---------------------|-------------------------------------------------------------|----------------------------|
| Communication skills | Time Managing       | Great amount of Experience                                  | Competition                |
| Leadership skills    | Organization skills | Doing this course                                           | Time                       |
| Sales Skills         | Excel & Numbers     | High rise of marketers Rutherford (2021) & Tesserars (2021) | No experience in the field |
| Writing skills       | Too passionate      | Wide range of friends in the field                          | Age                        |



# Improving my skills

- Plan and write Schedule your time/tasks in advance. (Cottrell 2019, p.128)
  - Implement Eisenhower Method (Important/Urgent)
  - Take an Excel course
  - Learn how to analyze Data efficiently
- 

# Conclusion

- Analyze My Curriculum Vitae.
- Choosing a New Path
- Being able to Evaluate my Skills
- Put in practice what I learnt
- Work on getting better to achieve goals

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