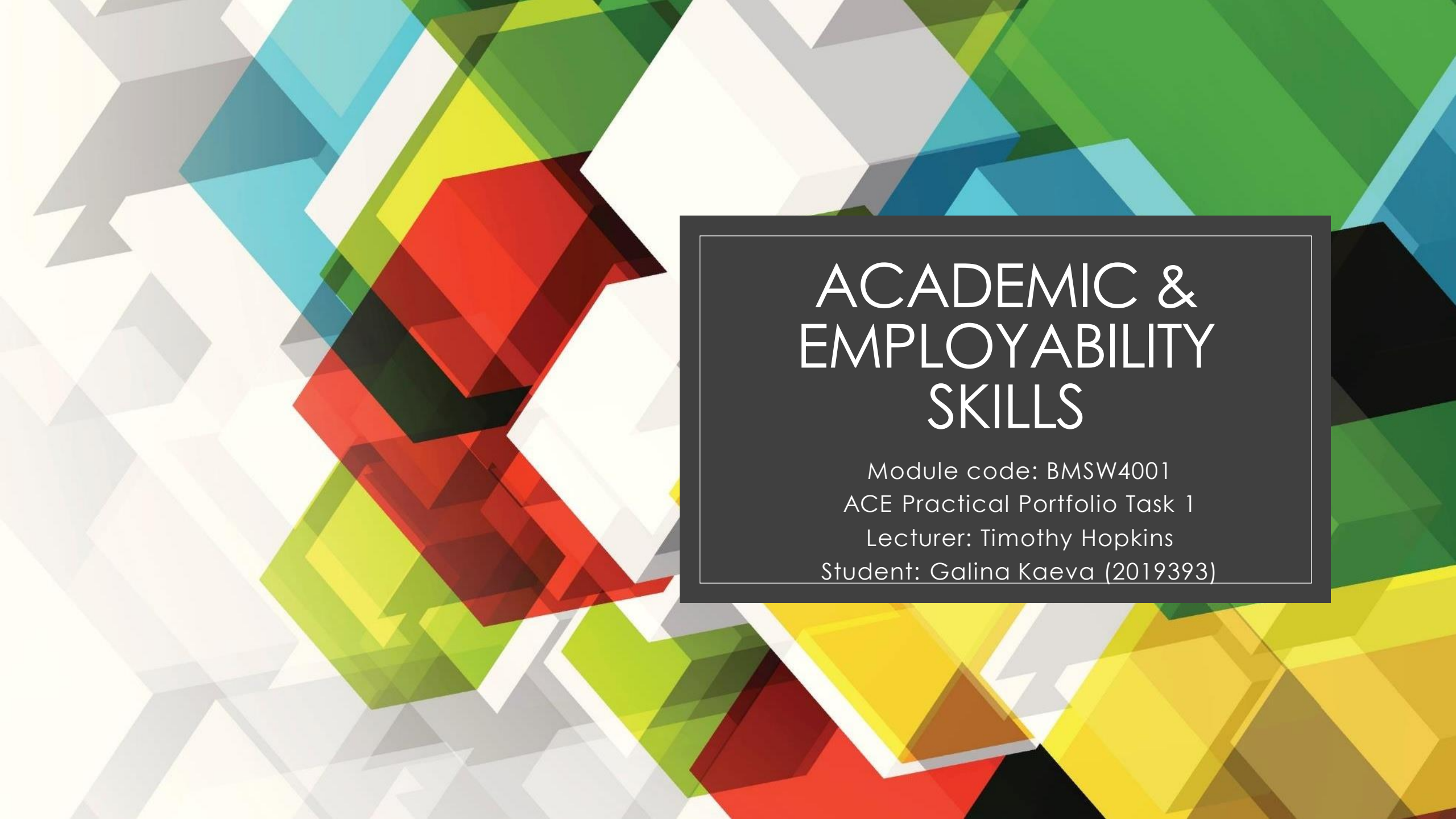


This presentation is about my planned career. In it, I will present what my chosen career is, why I chose it, what their requirements are, what my skills are, what I need to improve and how I will do it. I have used SWOT analysis to analyze my strengths and weaknesses and I have used PDP to provide a visual roadmap for growth.



ACADEMIC & EMPLOYABILITY SKILLS

Module code: BMSW4001
ACE Practical Portfolio Task 1
Lecturer: Timothy Hopkins
Student: Galina Kaeva (2019393)



What is my intended career?



Why did I choose it?



What are recruitment requirements?



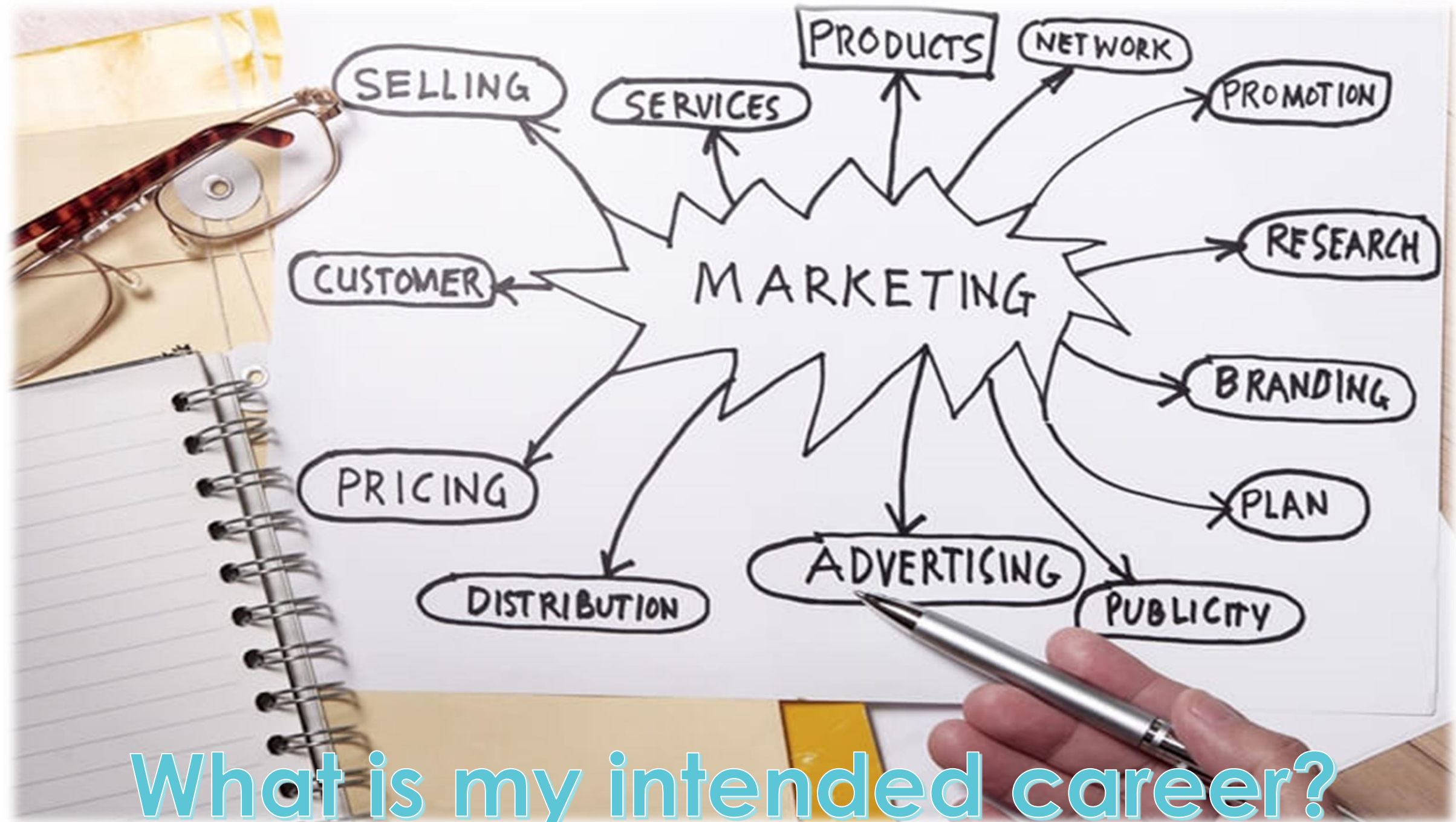
What are my skills and knowledge, and what do I need to improve to overlap their requirements?



How will I improve my skills and knowledge?



Liravega (n.d.)



What is my intended career?

Why did I choose it?

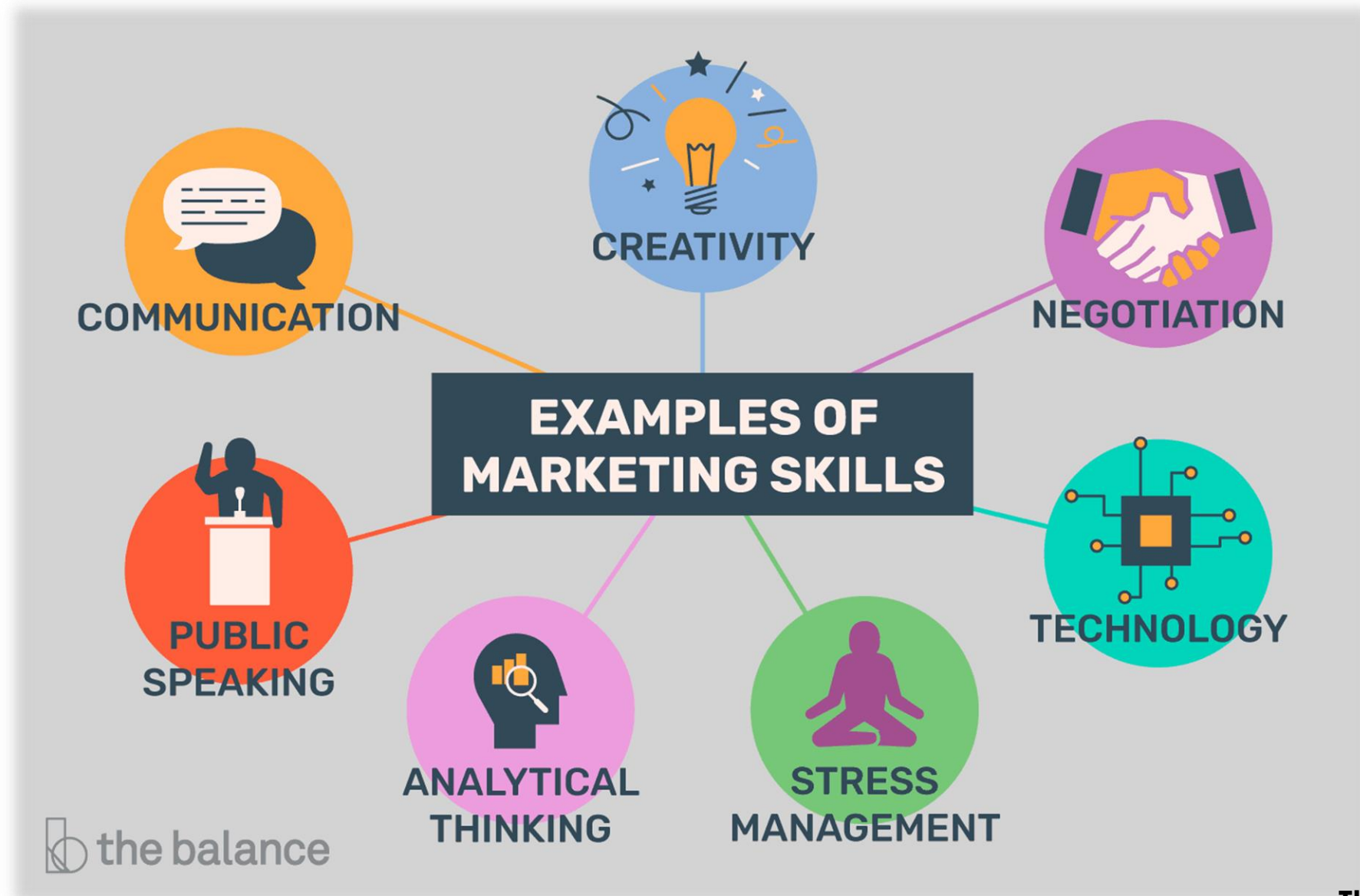


Rusakova, H. (n.d.)



Stock EU (n.d.)

What are recruitment requirements?



What are my academic and employability skills and knowledges, and what I need to improve to overlap their requirements?
(SWOT)

Strengths	Weaknesses
• Good organizational and time-management skills • Motivation skills • Computer and technology skills • Hard Working • Creative • Problem-solving • Leadership	• Should work on my communication skills. • Extensive knowledge of marketing strategies. • Work experience.
Opportunities	Threats
• Bachelor's degree in marketing. • Work experience. • Can establish my own business of printing services.	• There are other people with greater communication skills. • High number of Marketing Managers. • Exist high number of printing services companies making the industry competitive.

SWOT

How I will improve my skills and knowledges? (PDP)

My goal	Time frame
Communicational skills	3-4 years
Work experience in marketing	3-4 years
Extensive knowledge of marketing strategies	3-4 years
Bachelor's degree in marketing	3-4 years



Lisa, C. (2012)

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Thank you!