



Student name: Denise-Alice Popescu

ID Number: 2123035

Academic and Employability Skills

Module code: BMSW4001

Lecturer: Joanna Walsh



This presentation will give an overview of my intended career option. Identifying the career option, a SWOT analysis will be given to define the impacts of internal and external factors and viability of the career option. Related employability skills to the chosen career option, like time management skill, problem solving skill, teamwork skill are also explained. Then the presentation will be concluded referencing the used sources.

My intended Career: Marketing Manager

Responsibilities need to be performed:

- ❖ Promoting products and services
- ❖ Conducting market research
- ❖ Managing projects, budgets, people
- ❖ Organising campaigns and other marketing programmes



Skills required:

- ❖ Interpersonal skills
- ❖ Clear concepts of marketing
- ❖ Creativity & innovation
- ❖ Details orientation

My intended career is to an effective marketing manager after completion of my graduation. As a marketing manager, I will need to make necessary plans, undertake research, coordinate and manage different marketing projects (Piotrowski, 2011). In this regard, I will need to perform some responsibilities like focusing on employees' desire and listening to their words, drawing necessary and innovative concepts, undertaking business research, employ marketing campaigns and other programmes. However, security is to be maintained. As a marketing manager, I will need to have some skills, like creativity and innovation, interpersonal skills, teamwork

skills, problem solving skills, clear concepts, orientation to details and so on (Kotler, 2017).

SWOT Analysis



Strengths:

- ❖ Effective communication
- ❖ Effective listening
- ❖ Efficient time management
- ❖ Problem solving

Weakness:

- ❖ Problem speaking in front of others



Opportunities:

- ❖ Having degree in this field
- ❖ Demand of marketing specialists throughout organisations

Threats:

- ❖ Competition in the job field



SWOT analysis is a good framework to understand viability of an idea, a project or something else focusing on internal and external factors. I have devised SWOT analysis of my intended career to define what it is likely to be viable for me. Based on the analysis, I could define some of my strengths, which can enhance my ability to be a marketing manager. They are effective communication, effective listening & efficient time management. Again, my problem solving skills can also be termed as a strength. However, I am weak regarding speaking the problems in front of others, which may have negative impacts on my chosen career, as marketing

requires speaking. However, there is enough opportunity as I will have academic studies regarding this aspect. On the other hand, if competition arise, I may face tremendous competition to be employed as a marketing manager (Rowley, 2011).



Problem Solving as a Marketing Manager



- ❖ Dealing with small issues
- ❖ Driving focus current trend of marketing
- ❖ Problems regarding data collection for research conduction
- ❖ Adopting appropriate approach to conduct respondents
- ❖ Lack of transparency



Problem is a basic skill required in each type of career development. It is a systematic way to define the negatively impacting issue and resolving it cautiously. As a marketing manager, I will need to face some problems (Zeiny, 2012). They may include resolving small issues in marketing process, for example not finding an important piece of marketing data, continuously focusing on current trends limiting creativity and innovation, lack of transparency and so on. I will need to define solution of the issues systematically to show my effectiveness in career.

Time Management for a Marketing Manager



Time management, as a conscious control of time spending, is important for marketing manager as-

- ❖ To complete projects timely
- ❖ To ensure responding to customers' requirements
- ❖ To increase quality of marketing mix
- ❖ To focus better on efficiency and effectiveness of marketing activities
- ❖ To undertake teamwork efficiently

Time management is all about focusing on effective usage of time and reduction of time wastage focusing on a plan (Mackenzie and Nickerson, 2019). It may include conscious control over a task. Time management is universally important in any type of career. I have plan to increase my time management skills through focusing on important and urgent tasks, avoiding multitasking, maintaining deadline, starting task fast and following other guidelines. This may help me to ensure effective service providing, ensure customer satisfaction with better outcomes through undertaking different marketing projects timely and in an efficient and effective manner.

Teamwork for a Marketing Manager



Team work: A process of collaborative work

I will require to have the skill, as I will need to-

- ❖ Create pool of marketing ideas
- ❖ Select creative ideas
- ❖ Ensuring efficiency
- ❖ Developing a supportive environment

Teamwork is a collaborative approach, where a group of people work for attaining a common goal (Carey, 2017). As a marketing manager, working in team will support me to make pool of creative ideas to implement marketing and get intended outcomes through understanding needs and wants of customers and attracting them. Moreover, a supportive team can also be developed. I have worked in teams for academic purpose and could attain some skills in this regard. Still, I am required to enhance this skill to be more productive.



Conclusion



❖ I have chosen to be a marketing manager.



❖ Some strengths and opportunities can support me to achieve my career aim, though I need to handle some weaknesses and threats.



❖ I have some skills regarding the career option like time management, teamwork. I may need to enhance them.



References

- ❖ Carey, T., 2017. Using a value cycle framework to analyze teamwork capability as a learning outcome in marketing courses. In *Collaboration and student engagement in education* (pp. 28-54). IGI Global.
- ❖ Kotler, P., 2017. Philip Kotler: some of my adventures in marketing. *Journal of Historical Research in Marketing*.
- ❖ Mackenzie, A. and Nickerson, P., 2019. *The time trap: The classic book on time management*. Amacom.
- ❖ Piotrowski, C.M., 2011. *Becoming a marketing specialist: a guide to careers in marketing*. John Wiley & Sons.
- ❖ Rowley, J., 2011. Marketing and promotion of e-books in academic libraries. *Journal of documentation*.
- ❖ Zeiny, R.M.A., 2012. Biomimicry as a problem solving methodology in marketing management. *Procedia-Social and Behavioral Sciences*, 50, pp.502-512.