

Academic And Employability Skills

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Introduction

- ❑ The marketing officer is responsible for a company's marketing strategy and campaigns.
- ❑ He helps a company to increase its revenues by selling more products.
- ❑ I want to be a marketing officer in the future. There are so many skills a marketing officer has to achieve.

My Intended Career

- ❑ I want to be a marketing officer in the future.
- ❑ I have learned a lot of academic and employability skills from University.
- ❑ Some of the skills are teamwork, negotiation skill, problem-solving skill, critical thinking skill, time management skills, presentation skills, and communication skills.

Teamwork in Marketing Profession

- ❑ Teamwork or group work is the process of working with many people in a single team.
- ❑ Marketing officer's role in teamwork:
- ❑ Teamwork must get preferences.
- ❑ Leaders should declare rewards for teamwork.
- ❑ The roles and responsibilities should be defined.
- ❑ Accountability
- ❑ Normal Communication between team members

Negotiation Skills in Marketing Profession

Negotiation skills are defined as the abilities that enable two or more individuals to reach a compromise.

Negotiating tips for marketing officer:

- ❑ Always talk to the rights person.
- ❑ make the customer feel the products value.
- ❑ Good relationship with customers.
- ❑ Quantify the value of the product.
- ❑ Looks for alternative customers

Communication Skills in Marketing Profession

It is defined as the ability to deliver and receive different types of information effectively.

- ❑ Marketing officers should have strong consumer and product awareness.
- ❑ He must know good organizational and planning ability.
- ❑ Effective writing and verbal communication skills to contact clients.

Time Management Skills in Marketing Profession

Time management refers to the ability to do multiple tasks within a given time.

- ❑ Developing a plan for tasks.
- ❑ Dividing the tasks based on the priority.
- ❑ Allocating the applicable time.
- ❑ Concentration on the main task.
- ❑ Following up every task time to time.

Presentation Skills in Marketing Profession

Presentation skills refer to the ability to present a topic in front of the public or audience.

- ❑ An integral part of a marketing officer.
- ❑ Good presentation brings growth.
- ❑ Poor presentation carries loss.

Conclusion

- ❑ Teamwork helps to coordinate a team that works for increasing the company's sales and revenues.
- ❑ Negotiation skills help to sell products to the clients at a higher price.
- ❑ Communication skills enable the officer to maintain a network with both clients and top-level management.
- ❑ Using time management skills, he can accomplish multiple tasks within a given short time.
- ❑ Presentation skills help to make customers feel about the quality and values of the products.

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