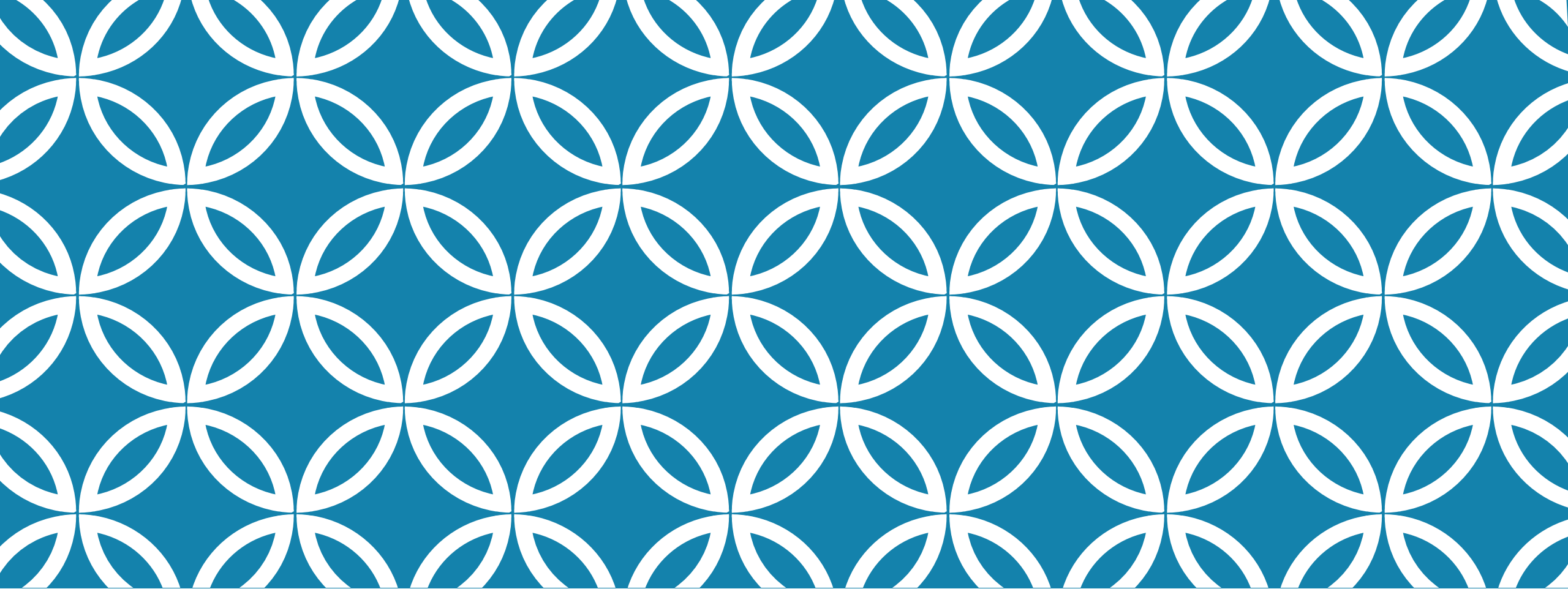




ACE PRACTICAL PORTFOLIO

Student Name: Claudiu Marian Chirila

Student ID: 2120456

INTRODUCTION

Employability To be employable

A person must possess a set of transferable talents.

Employees common skills are technical and subject knowledge.

A performance analysis will be presented here.

INTENDED CAREER: MARKETING MANAGER

A marketing manager is the person who manages marketing activities.

Primary responsibility: develop and implement marketing initiatives that will increase the company's revenue and improve its reputation among consumers

A marketing manager must develop and execute marketing strategies to increase client awareness and profits.

A marketing manager needs to have certain skills, which will be discussed later.



SKILLS OF A MARKETING MANAGER

Marketing managers use a variety of skills to do their jobs well.

Skills in planning, communication, creativity, and technology. Time management, interpersonal skills, etc.

Must lead a team and inspire individuals to achieve a goal.

Frequently supervise and facilitate the work of multiple departments and offices.

Requires identifying common goals and working together to achieve them.



SKILLS I ALREADY HAVE

Leadership skills: Help in all aspects of your job, from job searching to career advancement.

Organising skills: Leadership skills can help one in all aspects of their career, from job hunting to promotion.



SKILLS NEED TO BE IMPROVED

IT skills: data to develop relationships with target audiences, create campaigns, close sales, and retain customers. So mastering it is required.

Communication skills: Sharing knowledge, telling stories, and creating change requires communication skills.



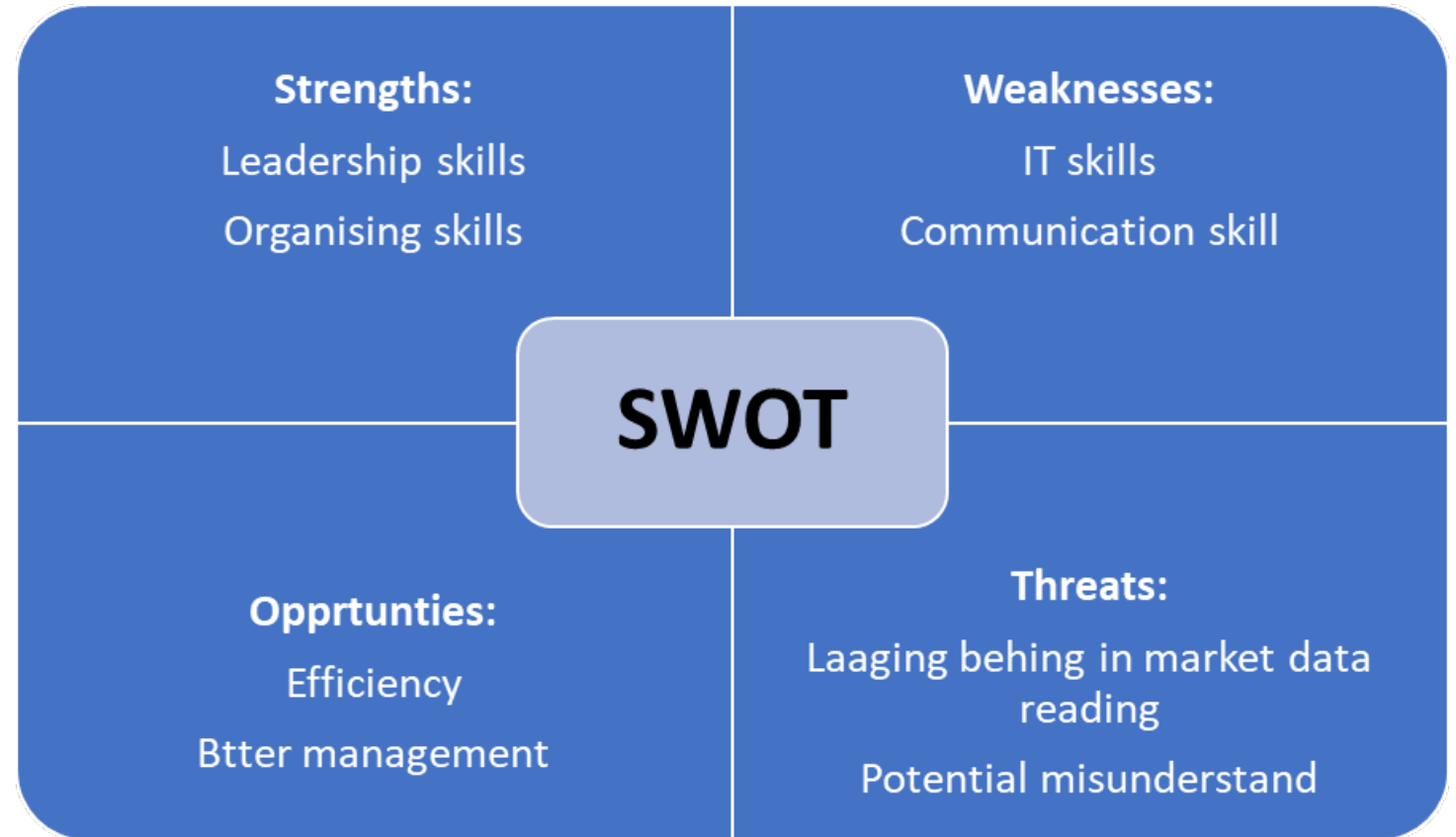
SWOT

Strengths:

Skills of leadership and organising

Weaknesses:

Not having IT and communication skills



SWOT

Opportunity:

The organizing skills will seize the opportunity for better workplace management.

Threats:

Ineffective managers harm employee morale, customer satisfaction, and productivity.

One-third of forced staff turnover is due to poor leadership.



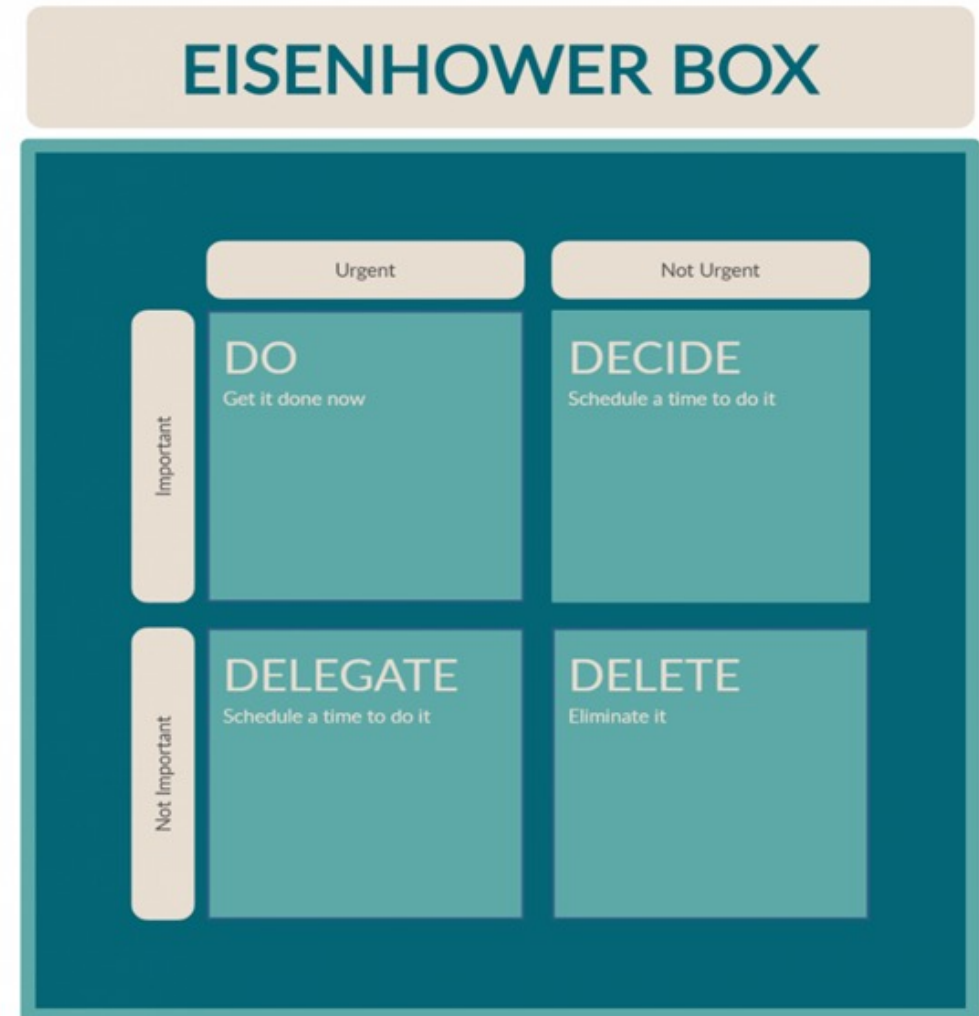
TIME MANAGEMENT TOOLS (EISENHOWER BOX)

Do: Urgent and important

Decide: Important but not urgent

Delegate: Urgent but not important

Delete: Not urgent, nor important



PERSONAL DEVELOPMENT PLAN

Learning and development need	Type of development	Timescales	Responsible personnel	Comments
Fully professional knowledge of IT needed for a marketing manager	Courses, project work, coaching to an IT centre	Over the next 1 year	IT manager, staff managers working in line with the manager	Time, the fund for buying courses and coaching
Gaining interpersonal communication skills	Courses, a workshop for integrated communications skill	Within December 2023	Manager to arrange, The mentor for the workshop	Time, mindset and enough fund is needed

CONCLUSION

Employment skills seem to be a major concern for students, schools, and businesses.

Importance of occupational skills for marketing students and integrated them into the teaching and learning process.

An overview of UK employers' skills requirements.

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