

ACADEMIC AND EMPLOYABILITY SKILLS

ASSIGNMENT 1

CLASS:BMSW4001

ACADEMIC ESSAY

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TABLE OF CONTENT

1. Introductionm
2. Skills
 - 2.1 Employability skills
 - 2.2 Hard Skills
 - 2.3 Soft Skills
 - 2.3.1 Communication
 - 2.3.2 Interpersonal Skills
 - 2.3.3 Adaptibility
 - 2.3.4 Ability to Multitask
 - 2.3.5 Team Work

2.3.6 Tenacity

2.3.7 Problem solving skills

2.3.8 Intuition

2.3.9 Social skills

2.4 Leadership Skills

3. SWOT analysis introduction

3.1 The process

4. Personal development plan(PDP)

5. Research and note-taking

6. Referencing and the avoidance of plagiarism

7. Conclusion

Introduction

Today I'm going to have a discussion on Introduction to Digital Marketing, Understanding *Digital Marketing*, what is digital marketing? Digital Marketing Strategies and Benefits of Digital Marketing.

Well, the Web has modified the manner people purchase and obtain things.

Today, individuals spend loads of time on the web searching for the product they require to shop for, or for info concerning product and services before they go for purchase

Due to this, organizations are perfecting their digital marketing techniques to succeed in attracting people online.

Effective marketing means that you wish to connect along with your audience within the right place at the right time.

So that most effective marketing approach to reaching potential customers is to access them, wherever they spend most of their time on the internet.

Skills

Employability Skills

Employment skills are the basic skills and characteristics needed in any type of job. These are the general skills that make someone desirable for an organization. Hiring managers

always look for employees with these characteristics. are transversal features that allow you to work with others, apply knowledge to solve problems and adapt to any work environment. They also include the professional skills that allow you to be successful in the workplace. These are also seen as transferable skills. because you can apply to a job in any sector.

Hard Skills

Difficult skills are part of the skill set needed for a job. include the skills needed for an individual to successfully do the job. they are process specific and are typically listed in process records and job descriptions.

EXAMPLE OF HARD SKILLS

USING EXCEL

CONDUCTING AND RESEARCH E GATHERING DATA

USING GOOGLE ANALYTICS

USINIG AT LEAST ONE MAJOR SEO TOOL

SOFT SKILLS ANALYSIS

in the next paragraph I'm going to talk about the basic soft skills and what we should posses and how we describe in a daily situations

COMMUNICATION

communication can be defined as a process by which with a person in contact with another person through a message, and expects a response that can be an opinion, an activity, a behavior. (ALBERTO MARTENEZ)in other words, communication is a way to establish contact with others through ideas and facts, thoughts and behaviors, in search of a reaction to the declaration that has been sent to us (ABRAHAM NOSINK). According to both the mexican authors, the intention of the issuer is to modify or strengthen a behavior of the person receiving the Ccommunication, that is, the act Of communicating is to receive something in exchange.

INTERPERSONAL SKILLS

interpersonal skills help us interact with others, at work and in the greatest way. some people are born with these characteristics others can improve them with practice. Expressing appreciation, resolving disputes and listening well are interpersonal skills.

ADAPTIBILITY

adaptability is a critical quality that employers have been looking for in employees since the beginning of 21 century. with rapid changes in technology in diversity and in society, companies are looking for employees who are open to new ideas. flexible enough to solve demanding issues and generally able to solve problems when things are not going in the right direction. demonstrating adaptability through action can make you gain favor with colleagues and supervisors

These are four fundamental points for having a good adaptability

1 ALTERNATIVE SOLUTIONS

2 ACCEPT SURPRISES

3 ACCEPT NEW RULES

4 SHOW CALM AND CONFIDENCE

ABILITY TO MULTITASK

this refers to the ability to use a computer to perform multiple tasks

simultaneously. human multitasking, therefore, is the ability of a human being to carry out multiple activities simultaneously. multitasking researchers refer to someone looking for several or too many cosed at the same time as a "heavy multitasker"

TEAM WORK

Teamwork ability means knowing how to work well with others and allow you to have good conversations, projects, reunions or other collaborations.having teamwork skills depends on your ability to communicate well, listen alternately to being responsible and honest.this ability is fundamental in all jobs.

TENACITY

Tenacity is driven by your determination to reach a goal, reluctant to give up until you do.to be stubborn means to cling to what is known to be tenacious means to constantly advance.with this in mind, it is easy to see how precious your tenacity can be for your career and overall success in life.

PROBLEM SOLVING SKILLS

The ability to solve problems refers to our ability to solve problems effectively and promptly without any hindrance.it is about being able to identify and define the problem and generate alternative solutions, evaluate and select the best alternative to the selected solution.

INTUITION

Intuitive. If you're intuitive, you can probably guess what this word means just by looking at it. . intuitive means having the ability to understand or know something

without any direct evidence or reasoning process. Psychics are intuitive. So are mothers when they know you're lying

SOCIAL SKILLS

Social skills are the skills we use to communicate and interact with each other, both verbally and non-verbally, through gestures, body language and our personal appearance. Human beings are sociable creatures and we have developed many ways to communicate our messages, thoughts and feelings with others

Leadership Skills

Companies want employees who can supervise and direct other workers. They want employees who can cultivate relationships up, down and through the organizational chain. Leaders must not only evaluate, motivate, encourage and discipline workers, but also build teams, resolve conflicts, and cultivate the desired culture of the organization. Understanding how to influence people and meet their needs is an essential element of leadership, which too many companies neglect when they simply place someone with the most technical experience in a position of authority. The development of soft skills is often a key component of leadership training.

SWOT ANALYSIS INTRODUCTION

THE IMPORTANCE OF SWOT ANALYSIS

The importance of SWOT analysis lies in its ability to help clarify and summarise the key issues and opportunities facing a business.

Value lies in considering the implications of the things identified and it can therefore play a key role in helping business to set objectives.

The ideal outcome would be to maximise strengths and minimise weaknesses in order to take advantage of external opportunities and overcome the threats.

For example, the environment may present an opportunity for a new product but if the company does not have the capacity to produce that product it may either decide to invest in new plant and machinery or to just steer clear.

STRENGTH I speak languages, I have 2.5 years of experience in digital marketing	WEAKNESS I need to improve my analytical skills
OPPORTUNITIES There is a lot of training available, it's job in high demand	THREATS There is a lot of competition

THE PROCESS

To conduct this analysis I conducted questions such as for example. What are you good at? what makes you stand from competitors and that's how i came with this strenght. Experience in this field of work requires strong communication skills, team working.

Personal development plan(PDP)

- My main goal is to be promoted to paid Search Manager.
Smaller goals include improving my analytical and excel skills
- Analytical and excel
- In the next 6 months
- Lack of support from senior members of the team
- By getting help somewhere else
- I need to save more time for trainigs but overall getting better

- **Paraphrasing and summarising**

However , college students today are the first groups of students to need the internet for the most of theyr homework.

The current generation of students in higher education today is the first to use internet for the majority of theyr studies.

- **2**

Chinese speculators are able to realize profit from this buy-and-sell practice as property prices are currently on the upswing.

Beneficiaries of the rapidly rising housing priices are speculators from china who buy and quickly resell property at a profit.

- **3**

Researchers have found a strong association between computer and internet use in adolescents and engagement in multiple-risk behaviors(MRB), including illicit drug use, drunkenness and unprotected sex.

By researcher that the various inappropriate behaviors and acts of adolescents are mostly associated with the use of internet.

- 4

Drug resistance remains a major problem in combatting HIV infection, but a different approach to a drug development could be the answer.

Different approach to drug development could be the answer to reduce drug problem in combatting HIV.

- 5

North China's Shanxi province, the country's largest coal supplier and most polluted region, has the dubious distinction of having 16 cities on the list. Neither Beijing nor Shanghai appear on the list. The Report found that only 22.94 percent of sewage was treated adequately in the cities surveyed and less than 20 percent of household garbage met with proper handling. It said 178 cities examined had not built any sewage treatment facilities and 130 cities had not been equipped with garbage disposal plants.

Shanxi north China is known one of the largest coal production as well most polluted state. In addition, garbage disposal plants did not exist in 130 cities.

- 1

A local newspaper claims that 75% of all homeless people do not like homeless shelters and prefer to live as they do now.

Answer

- An Article in a local newspaper reports that three out of four homeless think that the streets are better than homeless shelter.

- 2

- Ronny told his aunt that a bear had attacked him which she found difficult to believe.

Answer

Ronny's aunt did not believe this story about the bear attack

- Anyone who has ever Driven Through the Mosave Desert knows that one should always carry a supply of extra water

Answer

The desert it is very hot that it is dangerous to cross without plenty of water

4

- Of the 138 Milion acres of land that native Americans awoned in 1987, 90 Milion across were taken away by whites by 1932

Answer A local newspaper claims that 75% of all homeless people do not like homeless shelters and prefer to live as they do now

On 1932, Native americans had less than half of the land owned only 45 years later.

5

- A woman who has nominates by the president to head the department was quickly approved by the board of trustees

Answer

The board of trustees agreed with the president to promote a woman head of department.

Referencing and the avoidance of plagiarism

Martínez, A., and Nosnik, A. Practical Organizational Communication. Management Manual. Mexico City, Mexico: Editorial Trillas, 1998.

Conclusion

I conducted this essay talking in the third person about digital marketing job, using all the skills necessary for this job, as you can see communication ect, and I explained all the skills. I relied on online research putting references and authors, in more work prepared in the classroom and work prepared online.