

1.0 Personal Skills S.W.O.T Analysis

1.1 SWOT table

Strengths	Weaknesses	Opportunities	Threats
Having strong planning and organizing skills, as well as initiative as i already done for base on my current social media club at the university im in right now.	Having trouble in prioritising tasks in a constraint time. Since i know that in marketing people frequently work on projects with tight deadlines which make time is an essential skill.	Being in this industry would help would me manage my own passion business thats not deem profitable like opening my own record label for example as the mechanics of management can be transferred.	The highly competitive and dynamic business environment because everybody might be doing the same thing i might be shine in this industry and coming diverse background im a specialist a jack of all trades isn't a master of non.
Ability to collect and apply information which what i already did in my previous internship at a cyber security company.	Anxiety problem and trust issue that i dont like to delegate my mandatory work especially in assignments at university.	Would help me run my own online business like a clothing line as i always a passion into fashion.	Adapting to the new evolving consumer behaviors as trends evolve quick and finding the right time and the right idea to capitalise would a challenge.
Having a good technology skills which i think is what i have when having the Adobe beginners certificate.	Im just not good at math and gathering data, since i know in marketing there some point in your managerial career you must graphs and other.	I would be relatively good at every essential plugin that in exist in bussiness at lease would know they would work in first hand being in this profession.	When presenting marketing data, it's critically important to be creative so coming from a diverse background my ability might be just basic compared to someone that specialist in industry.

1.2 Analyzing my strengths

Having already worked in a variety of industries that would be for instance as referred to my CV creating social media media, personal analytics etc make me want to choose to be in this profession because i feel sufficient ability to do it. Because I've gained a number of skill sets by solving challenges in a range of odd circumstances. I think would have equipped me with useful life skills that will undoubtedly make me cut out in this profession as (Strain, 2017) like to say it " You get a diverse skill set from a variety of job experiences, which can make you valuable to an employer".

Because i have the ability to collect and apply information which what i already did in my previous internship at a QWORK company. this would comply with the statement made by (Stapledon,2015) which he emphasis "having diverse ability would means that he has the potential and utilisation within his organisation " This would implies that if i am are able to adequately other knowledge from outside of my comfort zone it would be sufficiently enough for me to succeed in this profession.

And It's critical to strike the correct balance between my social and the professional lives. One method I assist myself in achieve this is by creating a daily goals that let me know what I need to get done each day and ensure they are do able each time.

One way to illustrate what it takes to have a balanced life it that to include friends, family, health and the profession which what (Thewave,2015) emphasis can be seen in Figure 1.



Figure 1

1.3 Analyzing my weaknesses

If I want to reach my full potential, one area I need to work on is time management. Having good time management skills will help you with organisation and other things."Never give your schedule to someone else (Gerstner, 2017)" The significance of effectively managing your time and seizing the chance to take charge of it is emphasised by this phrase.

My goal to become a successful marketing manager is to enhance my numerical skills and collaborate with others in teams. It will be helpful for me to develop this because I don't have much experience working in small teams and presenting material, and I will definitely need it in my professional career. Since marketers routinely analyse data, I should be utilising numerical data more of the time. However, because I have a limited attention span, I need to get better at understanding and applying this kind of knowledge.

2.0 Personal Development Program

2.1 Objectives table

<i>My Objectives</i>	<i>Priority</i>	<i>What will I need to do?</i>	<i>Support or resources required</i>
Aptitude for organisation	1	Plan better so that when the time comes i would fully prepared.	I can do this by making a journal to keep on track or making use of sticky notes when necessary or other supporting stuff.
Improve Socializing Skills	2	Attend more social & group events so that i could meet more people and having understand of their social dynamics to improve my anxiety	Everything is necessary. Is practicing communication to convey knowledge in a way that is easy for others to comprehend, as well as myself.
Getting better at Math	3	Take a course or learn it back in youtube or take some time to practice it myself again.	Money save from wages or parents help but most importantly taking the time to actually practice it in the day.

2.2 Evaluation of goals & objectives

The table above show how I have identified 3 crucial areas that require improvement while keeping in mind the long-term objectives in order to be a marketing manager as the table shows my number one priority is to improve how i manage my time which also consider as an attitude change. A statement made by (Franklin,2016) which he says "*for an hour is earned for every minute is spent in leading an organisation.*" He emphasises the value of time and how important it is to an organization to be punctual which is why made this as a priority .

Secondly, "To succeed in the management field, one needs to be working with one another (Target Jobs,2017)" which he emphasis on being a people person therefore It's critical for me to improve this and put it in my second priority because the main sole of the profession is to lead people and to manage them if im not at people it would defeat the purpose of being in this managerial field.

Thirdly, is the mechanical aspect of this job as i place getting good at math which i feels getting improving on this aspect would actually come from time and the experience as it goes in hand with the first priority that needed to be fulfill.

2.3 The Smart Table (S.M.A.R.T)

<i>Specific</i>	<i>Measurable</i>	<i>Achievable</i>	<i>Realistic</i>	<i>Time-bound</i>

6.0 Conclusion

Would make me a strong candidate for a marketing management role because of my dedication to the SWOT and PDP, which is demonstrated by my SMART goals. My combination of marketing knowledge, digital expertise, and communication skills will allow me to significantly contribute to the success of any organisation.

7.0 References

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