

Academic and Employability Skills

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ACADEMIC AND EMPLOYABILITY SKILLS

Skills respective to the employment

Increased efficiency

Productivity and maximized effectiveness

MARKETING EMPLOYEE

Role of marketing employee includes following responsibilities

Organizing and developing advertisements and promotions

Market analysis and effective assessment of the operational environment.

Collecting the financial performance of the organisation and developing practices to retain growth

Developing creative content and managing the social media presence

Developing content and practices for promotional purpose such as videos, pictures and other written prose

Organising and engaging into client meetings .

PROFESSIONAL DEVELOPMENT PLAN

Personal analysis

Setting Effective goals

And developing objectives

SWOT ANALYSIS

Strengths	Weaknesses
• Problem-solving skills • Organized • Academic writing • Time management	• Communication skills • Leadership skills • Technology
Opportunities	Threats
• Online programs • Seminars and conferences • Internships	• Lack of networking • Busy schedule • Team collaboration

GOAL SETTING

Goal	Actions required	Sources required	Timeframe
Communication	Engaging into spoken activities	Using internet to connect with such communities	6 weeks.
Leadership	Engaging into lectures and learning using different literatures	Using the internet to engage into lectures as well as finding the literatures	8 weeks
Technology	Joining classes respective to the requirements of the employers	Accessibility to such classes and the internet to engage in after class learning	8 weeks

PERSONAL OBJECTIVES`

Short term goal (within 6 to 12 months)	• Gaining effective grades • Meeting the deadlines of assigned works • Gaining effective set of communication and technical skills and also focusing on developing effective leadership qualities
Med-term goal (2-3 years)	• Become proficient in communication and also posses effective leadership skills • Ability and proficiency in using the software used in marketing. • Gaining a credible post in the entry in marketing department in a reputed firm.
Long term goals (5 years and more)	• Getting promoted to the Managerial position • Leading the concerned te4am with proficiency and appropriateness • Running an effective marketing campaign for the firm

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