

EMPLOYABILITY

Academic & Employability Skills



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Task 1

The first part will include personal academic and employability skills, personal SWOT analysis, Time management skills as well as a personal development plan



About Marketing Manager –

- A marketing manager is a person in business organisations who is completely responsible for managing all the tasks related to the products, business or services promotions or marketing. The marketing manager mainly works on the process of developing attractive and effective marketing strategies based on customer demand and needs, and the main aim of the marketing department or managers is to attract more customers and generate leads through marketing strategies (Katsikeas et al., 2019).

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- # About Marketing Manager –
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Skills required for Marketing Manager –

- Communication
- Budgeting
- Negotiation
- Planning & Execution
- Time management



Personal SWOT

Strengths	Weakness
<i>Communication, critical thinking, and problem solving</i> are some of my strong points. All these skills will help me to become a good leader and a marketing manager. Because all these soft skills are very important for a marketing manager. I can also handle digital management software very easily as well as I'm a good multitasker. With the help of all these skills, I can easily manage all the organizational tasks and can also develop attractive as well as effective digital marketing strategies. I'm very good at developing attractive themes and images and this can also help me in my career.	<i>Time management and budgeting</i> are some of my weak spots and all these skills are very important for building a career as a marketing manager. I will need to work on all these factors. As mentioned above time management is one of the most important factors for managers and I am very bad at it. Apart from time management and budgeting, negotiation, planning and execution are also some of my weaknesses. Marketing is all about planning and execution due to this I need to work on my planning and execution skills to become a good marketing manager.
Opportunities	Threats
As for the research, it has been found that <i>the demand</i> and need for the marketing managers will be increased incredibly in some upcoming years. One of the main reasons is intense competition in each and every business sector. There are also some start-ups that are providing marketing services and many of those companies are looking for good managers to handle all their organizational tasks.	One of the biggest threats in my way is the intensity of <i>competition</i>. Almost every student knows that the demand for marketing managers will be increased in the future due to the many people working to become good marketing managers. Even some of them also trying to build a marketing firm. Marketing is changing day by day and to stay ahead of the competition, it is very important to regularly update the knowledge of it (Kachouie et al., 2018).

Time management Tools –

	Urgent	Not Urgent
Important	Do – • Finishing Marketing Management Project	Schedule – • Work on weaknesses • Develop new skills
Not Important	Delegate – • Learning and gaining information about marketing management as much as possible	Delete – • Watching Netflix



PDP(SMART Table)

Specific (Skills)	Measurable	Achievable	Realistic	Time-Bound
Time-Management	I will try to manage all my tasks and also try to complete them in time	I will enrol for an online time management course.	I will set deadlines for each of my personal and professional tasks.	I will do this for the next 6 to 8 months.
Planning & Execution	I will try to develop marketing plans every day for practice.	I will read books on planning and try to collect extra information from other sources as well.	I will plan my next day before going to bed.	I will do this for around 3 months
Negotiation	For this, I will need to work on my communication skills and for that, I will try to meet and talk with new people every day.	I will again use the online courses and also use the books to adopt this skill	I will try to learn some tricks and techniques of negotiation.	Time-bound for this goal is around 4 months.

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