

Academic And Employability Skills (BMSW4001)

ANALYSIS OF ACADEMIC AND EMPLOYABILITY SKILLS
OF INTENDED CAREER AS MARKETING MANAGER

LECTURER- JOANNA WALSH

STUDENT- MAGDALENA KOVACHEVA- STUDENT ID- 2030039

SWOT ANALYSIS

- ▶ What is SWOT?
- ▶ SWOT analysis of Marketing Manager



Continued..

STRENGTHS

- Qualification in the relevant field
- Strong social and communication skills
- Ability to research the marketing trends
- Ability to manage different teams and collaborate
- Time management skills.

WEAKNESS

- Overpowering employees suggestions
- Decision maker
- Being inexperienced
- Competitive environment

OPPORTUNITIES

- Opportunity to learn from new job and responsibilities
- Good career chances and opportunities
- Strive towards the marketing values
- Learning new skills to manage the team

THREATS

- Many other competitors having same qualification and more experience
- Job insecurity

Personal Development Plan

- ▶ What is PDP?



- ▶ How does it apply to a Marketing Manager

Continued

What I Want to Learn	How Will I Achieve it?	Resources I Need	My Success Criteria	Target Dates For Completion
Marketing Planning Adjust marketing plans with company's aims	I will associate more with other marketing managers working in companies to learn about the marketing trends.	I will acquire help from the marketing managers in the companies to share their knowledge with me in the following year.	I aim to store the knowledge and ideas with me in my phone and laptop in notes form. Applying the information in the marketing plan.	November 2021
Forming good communication terms with other managers.	Assess the position and function of other departments by gathering knowledge and also develop a marketing plan.	I will engage in meeting with the concerned people of different operational functions	While engaging I'll also put forth my idea and try to communicate regarding the objectives of the company and alternatives	November 2021
Continuation of developing marketing strategies for the company	Aim to work with the team and strive for more opportunities.	I will connect with the human resource and finance department regarding the marketing plan for further implementation.	I will need to ask my manager regarding my performance and gain feedback for improvement.	November 2021

Time Management Tools

- ▶ What is it?



- ▶ Different types of tools

- ▶ Calendar

- ▶ Windows Task Manager or Project manager

- ▶ Note tracking with template

Continued

Calendar

- ▶ A marketing executive may need to use the calendar to keep track of the meetings and promotional steps for the implementation of the marketing strategy.

Task Manager or Project manager

- ▶ It is describes as one of the best tools to keep tracking the projects and the tasks that are associated with them.

Note tracking with template

- ▶ Recording and analyzing all the time spent in particular projects is easier with this tool. It is easier as it allows access to all the users or team members working on the same project.

References

- ▶ Spica.com. 2021. *Best Time Management Tools 2021 - What tools will really boost your productivity?* | *Spica International*. [online] Available at: <<https://www.spica.com/blog/best-time-management-tools>> [Accessed 13 July 2021].
- ▶ Fletcher, L., 2016. How can personal development lead to increased engagement? The roles of meaningfulness and perceived line manager relations. *The International Journal of Human Resource Management*, 30(7), pp.1203-1226.
- ▶ Rubens, A., Schoenfeld, G., Schaffer, B. and Leah, J., 2018. Self-awareness and leadership: Developing an individual strategic professional development plan in an MBA leadership course. *The International Journal of Management Education*, 16(1), pp.1-13.
- ▶ Puyt, R., Lie, F., De Graaf, F. and Wilderom, C., 2020. Origins of SWOT Analysis. *Academy of Management Proceedings*, 2020(1), p.17416.