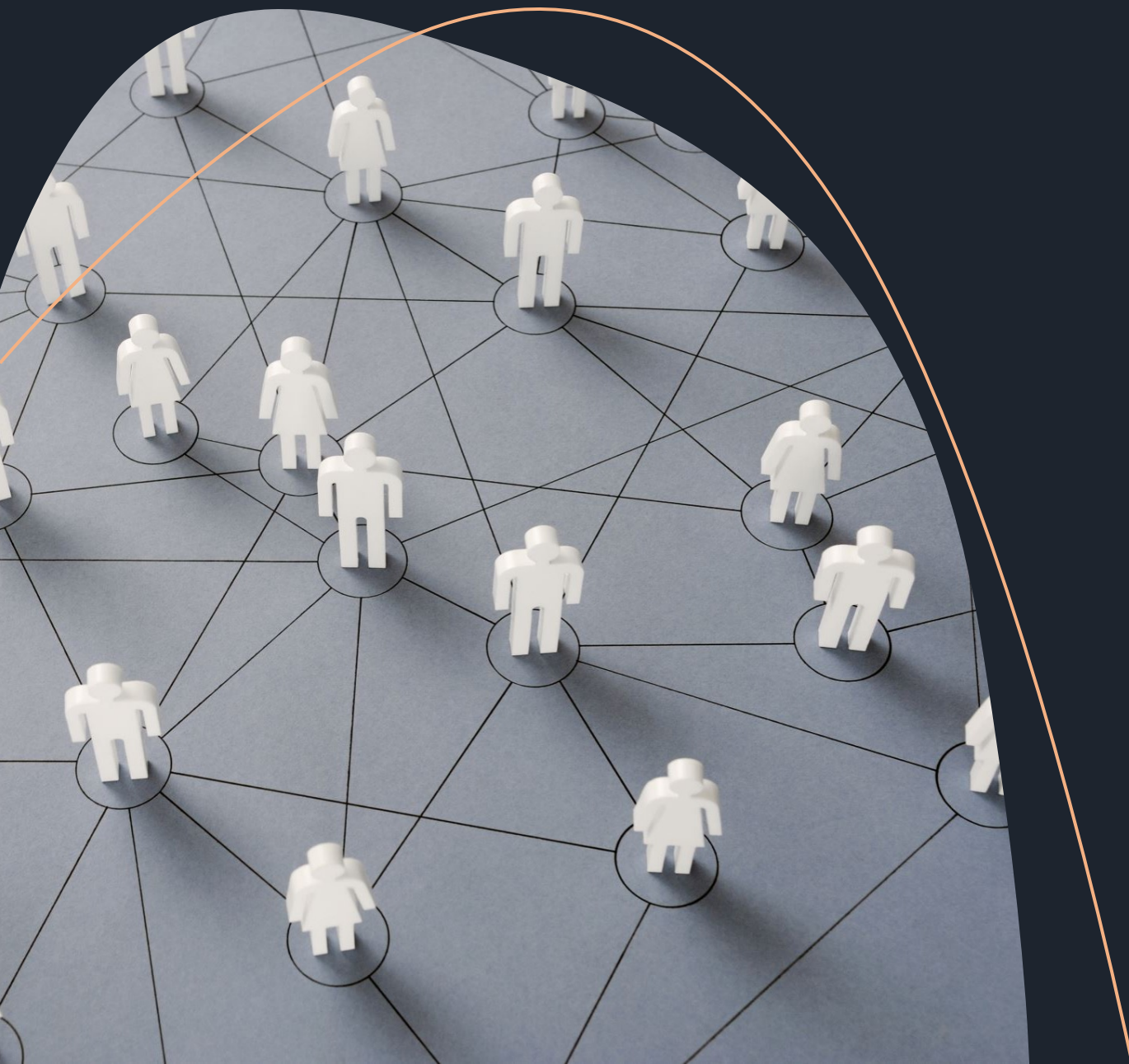




Marketing executive

Luigi Testaguzza

(2120829)

Academic and
Employability Skills

BMSW4001_LON.

What skills do you need to become Marketing Executive?

creativity

commercial
awareness and
business acumen

communication
and interpersonal
skills

teamwork and the
ability to foster
good working
relationships

IT, social
media and
numeracy
skills

foreign
language
ability

copywriting and
design skills

influencing
and
negotiation
skills

the ability to work
well under
pressure

a flexible
approach to work

analytical and
strategic thinking

Prospects (2021)

Swot Analysis

STRENGTHS	WEAKNESSES
• Negotiating skills • Teamwork • Work well under pressure • Work experience • Flexible approach to work	• Analytical and strategic thinking • Lack industry knowledge and marketing skills • Weak technical knowledge • Leadership • Procrastination
OPPORTUNITIES	THREATS
• Personal growth • Technological advancement • Educational opportunities • Develop skills such as: advertising, public relations, sponsorship, product development and event organizations.	• Competitors • Not being able to find a job in the field • Changing technology

Time management tools to achieve skills.

Setting SMART goals

- Specific: arrive to the job position in order to improve myself and have a better life;
- Measurable: when I graduate I will be able to apply for this particular job thanks to the knowledge acquired during the studies;
- Achievable: I can achieve a job position in this sector by improving my knowledge and skills;
- Relevant: make sure I am not pursuing the wrong goal;
- Time-bound: How long do I need to achieve this goal?.

The Eisenhower method.

- Set priorities: Eisenhower method
- Monitor results.

	Urgent	Not urgent
Important	• Knowledge and marketing skills • Analytical and strategic thinking	• Content marketing • Public relations • Creativity
Not important	• Leadership • Advertising • Event organization	• Influencing and negotiating skills

Conclusion

What makes a great marketer?

Great marketers succeed through converting target audiences to become loyal brand consumers. Denna, S. (2018)

THANK YOU ALL FOR THE ATTENTION!!

Reference list

- Denna, S. (2018) *What does a Marketing Executive do?*. Available at: <https://brighterbox.com/blog/article/what-does-marketing-executive-do> (Accessed: 29 March 2022)
- Kos, B. (2020) *The Ultimate List: 58 Time Management Techniques & Our Top 10 Picks (with mindmap)*. Available at: <https://www.spica.com/blog/time-management-techniques> (Accessed: 29 March 2022);
- Prospects (2021) *Marketing executive*. Available at: <https://www.prospects.ac.uk/job-profiles/marketing-executive> (Accessed: 29 March 2022);
- Reed (2022) *Marketing Executive*. Available at: <https://www.reed.co.uk/jobs/marketing-executive/45932732?source=searchResults&filter=%2fjobs%2fmarketing-executive-jobs> (Accessed: 29 March 2022);
- Victorino, R.C. (2020) *The Eisenhower Matrix: Prioritize Your Time on What Matters Most*. Available at: <https://slab.com/blog/eisenhower-matrix/> (Accessed: 29 March 2022);