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Reflection

I want to develop my career in the marketing field because I have an experience working for a marketing firm. Also, the marketing industry is offering a lot of employment as well as career growth opportunities that can be utilized in an effective way to build a successful career (Dent, Harden and Hunt, 2017). Career development planning is an important part for individuals as it can help them in achieving personal as well as professional goals. Every individual has certain goals that they aspire to achieve, and effective planning can help them attain those goals. I find the field of marketing to be very creative and filled with a lot of opportunities that can help an individual to acquire various new skills. I have my personal career goals, both short-term as well as long-term. I consider them to be of importance because they provide a direction to work towards. There are many things that I got to learn from the role play conducted in Task1. I learnt that there are various skills that contribute towards working effectively. Similarly, knowledge about the industry also plays an equal role in helping individuals to be able to become employable.

The role play helped me in understanding that there are certain skills that make an individual employable. I also got an opportunity to identify my areas of strengths as well as areas that I need to work upon to build a successful career as a marketing manager. There are many skills as well as knowledge that a candidate must possess in order to work effectively at the workplace (Gjedia and Gardinier, 2018). Some of these skills include problem-solving skills, decision-making skills, excellent communication skills, presentation skills and leadership skills. These skills help a candidate in producing the expected output. Apart from this, the role of a marketing manager requires a candidate to have strong interpersonal skills, the ability to make decisions, organise and prioritize work. This is because the role is very challenging and there are a lot of responsibilities. It is also important for the candidate to remain updated and have adequate knowledge about the latest trends in the market. This is because it can help them with formulating effective strategies and stand out from the competitors in the market. There are certain skills which I consider to be my strengths.

I have good presentation skills because I have an experience of working as a marketing executive for a firm. I also have an experience of working as a volunteer for a non-profit organisation wherein I had the responsibility of giving a lot of presentations in front of large groups of people. I think that I am ready to work as an employee of a large marketing firm. The role play was a very learning experience for me and helped me in identifying my areas of strengths and the ones on which I should work in order to improve my chances of building a successful career in the marketing industry. I am a confident and extrovert person who does not fear talking to new people. Apart from this, I have leadership skills and have led a team of individuals at the NGO. This can help me in building a successful career in the field of marketing. Although, there are certain skills wherein I should work upon in order to improve. This will help me in becoming employable and performing in a desired way.

From the role play, I learnt that career development planning is one of the important things for a person who is aspiring to work for an organisation. Before appearing for an interview, a person should have a clear plan about how they can achieve their personal goals (Grant, 2017). The plan can guide the person to establish short-term as well as long-term goals and work towards them. Setting employment goals generally involves what types of skills and knowledge a person should develop in order to gain a job of their choice. The marketing industry is considered to be one of the most competitive and dynamic sectors to work in. The industry is always changing because companies keep bringing in innovation. This makes it important for the people working in the marketing sector to always remain up-dated about the same. The role play served as an opportunity for me to ensure that I work on my weaknesses so that I am able to match the expectations of the company for which I might work for in the future.

SWOT Analysis

A SWOT analysis is a strategic framework that can be used in order to identify strengths, weaknesses, opportunities as well as potential threats which can impact the

overall performance as well as the productivity of the company (Gurevich, Stein and Gorev, 2017). A personal SWOT analysis is explained below -

Strengths – One of my major strengths is that I have excellent presentation skills because of a prior working experience. I am also a very organised person and work based on a time frame.

Also, I like interacting with other people and am confident while interacting with new people. I am also good at leading a team of people and have good time management skills which I developed overtime because of different academic tasks as well as during my prior job. I like collaborating with other people and working on creative ideas to bring them to life.

Weaknesses – Besides having different strengths, I also have certain weak areas that I need to work upon. I lack good communication skills and should work on the same to get an opportunity to work as a marketing manager (Lee and et. al., 2019). Also, I should enhance my learning skills in order to understand the different trends as well events that take place in the marketing industry. Critical thinking is a skill that is considered to be important for the candidates to possess. I take some time to adapt myself to a new working environment and should work on this. Therefore, it can be said that a person should work on the areas which they feel they are weak. This can lead them to not only perform in an effective manner, but also enhance their overall productivity.

Opportunities – The marketing industry offers a lot of different career development as well as growth opportunities (Macias, 2017). If these opportunities are utilized in an effective way, they can help the person in working to the desired levels.

For me, there are many career opportunities that can help me in becoming an experienced and professional marketing manager. In order to develop new skills, I can register for different online courses. They will not only help me in enhancing my knowledge about the marketing industry, but also improve my performance. I can increase my experience by working part-time for a company.

Threats – One of the major threats that can impact my overall performance include competition from other potential candidates who might also apply for this job. If they have skills and knowledge which is relevant and in sync with the latest trends in the

market, my chances of getting the job of marketing manager will go down. Another threat is the amount of time available for me to work on my weak areas and enhance them.

Therefore, these are some of my strengths, weaknesses, various opportunities as well as potential threats that can influence my overall performance as well as bring down my chances of working as a marketing manager. An explanation of the skills which are my strengths is provided below -

Presentation Skills – These skills are essential to deliver presentations that are engaging as well as interesting. I have strong presentation skills because I have a prior experience of working in a NGO wherein I had to deliver presentations regularly. If a person has good presentation skills, they will be able to keep the audience engaged to what is being said as well as deliver the message in an effective way (Prodromou, Robutti and Panero, 2018). Presentation skills are an important employability skill because the presenter can present with confidence and at the same time, motivate the audience to listen. Proper presentation skills can help an organisation in leading its business in an enhanced way. This is the reason why employers consider presentation skills as one of the important skills for the candidates to possess.

Interpersonal Skills – These skills refer to the behaviour which an individual use to interact with other people effectively. In simple words, these are referred to as the ability of an employee to work with others. Different skills are included in interpersonal skills and are important because they help employees in developing strong relationships at the workplace. Also, strong interpersonal skills contribute to the overall productivity level as well as performance of not only the individual, but the company as well (*Top 8 Interpersonal Skills For The Workplace*, 2020). One of my other strengths are interpersonal skills as I m confident and good at communicating with other people. Also, whenever I receive feedback, I ensure that I work on the same to improve myself in the same.

Organising and Time Management Skills – Time management skills are also important skills as they allow a person to manage and complete the different tasks assigned to them on time. I have good organising and time management skills as they

have many benefits associated with them. One of them is that my work gets completed on time and, I am able to manage any tasks that might involve a lot of extra time. This has improved my overall productivity as well as efficiency. Also, the levels of stress and anxiety have reduced. These skills will only be beneficial for the company that I work in. The reason behind this is that its performance will increase and it will be able to avail different opportunities of growth (Prorok, 2018).

Leadership Skills – Leadership skills can be defined as the ability of an individual to lead a group or team of people. Effective leaders are able to motivate and communicate with their team members in a proper manner. Also, they are able to solve the problem of the team members in an efficient way. Employers these days, expect their employees to have good leadership skills so that they can carry out the tasks assigned to them in an effective way. Not only this, leadership skills also enable an employee to develop strong and positive relationships with others within the workplace.

Personal Development Plan

The process of personal development planning involves setting objectives and aims. The plan guides an individual to achieve their personal goals in an effective way (Raider-Roth, 2017).

Not only this, it also assists them in tracking their overall progress of working on their weaknesses. Therefore, a personal development plan is important and helps a person to work on their weaknesses to enhance their overall performance as well as productivity.

S. No.	Learning target	Present Proficiency	Target Proficiency	Development Opportunities	Criteria for Judging Attainment	Time Scale
1	Communication Skills	8	9	There are different opportunities that a person can avail in order to enhance their communication skills (Sato and Haegele, 2018). I can work on my listening skills, read books and even register for different online courses.	Colleagues and Manager	15 days
2	Critical Thinking	7	8	Critical thinking skills are considered to be important by employers	Manager	30 days
				because they contribute to the overall success of a business (Sysko, 2018). In order to develop effective critical thinking skills, I should ask questions and practice active listening. I can also analyse different aspects of a problem in order to work effectively.		
3	Adaptability	8	9	In order to be able to adapt myself to changing work environment, I should take risks and become openminded. Also, I should be able to respond to different changing responsibilities as well as	Team Leader and Manager	20 days

				expectations in an effective manner.		
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Therefore, these are some skills that I should work upon in order to build a strong career as a marketing manager. Not only this, I will be able to perform in the desired manner and contribute to the company's overall success (Teräs and Kartoğlu, 2018). I will be able to track my progress and adopt measures in which I can gain a job as a marketing manager in a reputed company. A personal development plan is a very useful tool which can be used to work on the weaknesses.

CONCLUSION

From the above report, it can be concluded that professional development is an important aspect for an individual who wants to develop a successful career. There are many skills which collectively are known as employability skills because they help a person in getting a job of their choice. These skills can include presentation skills, critical thinking, adaptability, effective communication skills etc. If a person possesses these skills, their chances of getting a job in a reputed company are also increased. A personal development plan can help a person in working on their weaknesses as well as tracking their progress.

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