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ACADEMIC AND EMPLOYABILITY SKILLS

Module code: BMSW4001

Introduction

- The study will go over the abilities that can be developed to succeed in the marketing and advertising industries.



Overview of the selected profession

- The individuals who work in the marketing and advertising industry are the ones who carry out the various promotional activities of different companies, asserts Baines, Fill and Rosengren (2017).
- They have to be well versed in the different principles in marketing that will allow them to perform their duties efficiently and productively.



Duties that must be performed

- As stated by de Sousa Oliveira and Luce (2020), individuals working in the marketing industry are always required to be aware of the different trends and events taken place in the respective sector so as to be able to include them in the content created by them.



Discussion of existing skills

Strength • Time management skills • Creativity skills	Weakness • Lack of problem-solving skills
Opportunity • Enhancing analytical and problem-solving skills	Threat • Not being able to properly solve the problems encountered in the marketing field (Khoiriyah and Husamah, 2018)

Discussion of the abilities that need to be acquired

- Being able to communicate effectively is crucial for success in the marketing sector since it will help me to create lasting relationships within the sector. Greater growth potential in the marketing industry will result from this (Grewal and Levy, 2021).



Conclusion

- It can be concluded that strong development potentials in the field of marketing and advertising can be efficiently attained by working on the necessary abilities.



References

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