

Title Page: Professional Development Report and Portfolio of evidence

Cover Page:

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Course: Business Management (year 2)

Start:

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Executive Summary:

This document describes and evaluates what it means to be a professional in the modern day as well as identifying our successes and failures in real life scenarios from a project management stance.

Focusing on the role of Marketing Manager this document will detail what it means to be a professional in this discipline, including roles, delegation and responsibilities as well as highlighting the current professional standards that one in this role will have to comply with. It will detail how the job has changed or could be changed in the future.

Examples of real world trials that we have completed will be detailed as well as their failures and successes. Skills such as negotiation and problem solving techniques will be explained and evaluated on.

A PDP (professional development plan) will then be developed and justified in relation to the task that we completed. The executive summary includes a PDP example, photos of our trial experience, a CIPD map, a profession map and different project management techniques we have used to help explain my points clearer.

Start:

A professional has a magnitude of roles and responsibilities that it's their duty to carry out to the best of their ability. A professional in Market Managing will need skills such as; Insight, being able to see the bigger picture and focus the companies aims in relation to what they want to achieve at a later date, being able to work well with others; this is a key skill as there are many different departments and roles under the control of the marketing manager so it is their job to ensure each individual knows what they are doing and what is expected of them and the last main skill is communication; if their ideas are not well communicated or are not clear it will leave many not knowing what to do and thus wasting valuable time which coincidentally makes the marketing manager job even harder and does not help in achieving the future goals.

So what does it mean to be a professional? Webster's dictionary defines professionalism as 'the conduct, aims, or qualities that characterize or mark a profession or a professional person. A calling requiring specialized knowledge and often long and intensive academic preparation.' This definition is accurate as it encompasses the general main qualities that a professional is required to achieve. Professionalism requires attributes such as reliability, competency, specialized knowledge, accountability and integrity, which is why (as Webster states) it takes a lot of academic hours to achieve these specialised skills. Being a professional means that you are extremely drilled and aware of what needs to be done and how to do it. Usually a professional has to work their way up the chain of command as without that prior knowledge it would be very difficult to perform the job role at all. Professionals are the type of people who have the answers to questions from other employees. They understand the role and the roles under them to a very high level, which is why they are considered a high and respectable position to achieve and withhold. I've personally witnessed this first hand while working at the Marriott in Swansea, if you do not understand exactly what needs to be done through personal experience the little things become very easy to forget but in the big picture those are the things that add up and make or break good or poor quality of management. The CIPD map demonstrates this fact in a clear manner. It encompasses roles such as; decisive thinker, skilled influencer, courage to challenge, driven to deliver, all these aspects are perfect examples of what someone holding the marketing manager role should strive to achieve and deliver. Inside the circle it shows employee relations, resourcing and talent planning, organisation design, service delivery and information, learning and talent planning. The CIPD is most often used in HR but it still applies to managerial roles as it's perfectly highlighting the exact roles that a managerial role holder should strive to achieve and expect to be expected to do at their role.

Professional standards are standards that the professional is expected to uphold and abide by in their role, they can change based on where you live and in different businesses but they generally include Ethical and legal duties of the professional. They must exercise a sound level of care, skill and diligence in the code of their practice. In Market Managing one must follow the domestic countries law and company rules, for example they must apply honesty to customers, (CRM) -customer relations management, demonstrate knowledge of current marketing developments and show exceptional quality in their application as well as ensuring that they and their staff do not cause or permit any breach of conduct as this could damage brand image as well as the company's market stance.

Group dynamics are essential to a well oiled, functioning team. If someone doesn't know what their role is or what others are doing then it is very hard to organise the work or to know what has been done and what needs to be done. Working in the Food and Beverage department in the Marriot I see the impact of team work constantly. Nothing would be done without everyone working together. For example, the kitchen has to be ready in time for after the banqueting staff have prepared the room and the guests start to flood in. Which means the bar staff also have to be prepped and ready as its very common for both bars to become very busy at that time. The starters then mains and desserts have to be made and carefully transported to the hall, where its then looked over and professionally served to the paying customers. This entire process is overseen by management. Having seen this in action and been part of it I definitely can appreciate the skill and organisation that it takes to pull off. Tuckman and Jensen (1977) identified a theory model for the process of group interaction which illustrates four main stages of group development: forming, storming, norming, and performing. The names of the four stages are the stages that occur during development of the group. Within the forming stage the team has just been introduced and are excited to work together to start something new and to get known by the team members. At the storming stage the reality of the severity of the task is beginning to hit everyone, the initial feelings of excitement have usually worn off by this stage. The Norming stage is where the member start to appreciate one another strengths or dislike one of the members for their potential lack of effort. The last stage is the performing stage where the members round off what they have done as they are very familiar with the task by this point and feel motivated to finish off the project. The relation to this to Market Managing is that the model is quite similar to that of how one gets up the chain of command in a business. You cannot get to the top of the performing stage / the top role of Manager without first going through the other stages in order to gain the knowledge and skills needed to do the task as its expected and to a high standard.

It's natural that within the groups dynamics conflict will arise eventually. This usually occurs during the storming and norming stage in relation to Tuckman and Jensen's Model. Someone may feel like they are doing too much work and others are not

doing enough. Or conflict can arise from wanting to take a task in different ways or present it from a different angle, it can occur easily from a multitude of ways. Which is why conflict resolution is so important in a business. Kenneth Thomas and Ralph Kilmann developed a 5 point conflict resolution theory. The 5 points are; Avoiding, by ignoring or trying to overlook the issue, Competing; this occurs in high pressure environments and often occurs when someone is trying to outdo one another, accommodating, this is where one party gives way to another ideas in the hope that it will work out better, collaborating, combining the two ideas to keep both parties happy and finally co-operating together to get the task completed.

A mature and effective way to conflict resolve is to just talk to each other and explain your ideas and why you think your idea will work over anothers. This is why meetings are always very beneficial to managers because (as stated above) communication is one of the main skills needed to withhold any position but especially something like a marketing manager. You also want to listen to your group members and see their point of view as this could potentially help you find any faults in their ideas or to see that maybe it would actually work better than the other ideas.

The project we completed we named 'The Big Mack Project.' Big Macks are toy devices that help disabled children develop certain augmentative and alternative communication skills. It's a simple device that allows them to play games like hide and seek and also helps them communicate phrases, such as 'toilet' or 'food.' It also records their voices and lets them play it back to them. We identified the need for these buttons upon our group's visit to the Crug Glas School in Wales. It is a school solely dedicated to the education and caretaking of disabled children in the area. While talking with the headmistress we found out a lot about disabled technology, mainly that its very expensive. One Big Mack button costs £100. But also that the children really enjoyed playing with these devices. However, the school doesn't have the funding to buy more than 4 of them at the current time. It was touching to see all the children and so we decided to make their school the receiver of all funds raised by the group.

We set up various methods to raise the funding; the main one being the sponsored walk of Pen Y Fan in Wales. A second was a GoFundMe page online with photos of the kids artwork and the school. A third fundraising initiative we had was to put a box collection at the front of one of the small businesses that one of the older members of our group had around Swansea. In the completion of the task a good example of project management and problem solving skills would be our sponsored walk on Pen Y Fan. We aimed to do the walk on the 4th December 2018 and we asked family and friends for sponsorship for completing the walk. However due to poor weather conditions the university would not permit us to do the walk on this day and therefore the walk was pushed back until the 11th January 2019. When again the weather was awful and it was deemed unsafe to complete the walk. At this stage the members of our group were becoming increasingly frustrated as we could not progress with

raising the money or completing our Blogs about the walk until it was done. Most other groups were ahead of us at this stage. The role I was assigned and identified with most accurately in relation to Beblin's team roles was Monitor evaluator, team worker and the plant roles, so my job was primarily to see a problem and try and solve it while also being co-operative and diplomatic. Making sure I listen to the group and avert from any friction as well as be free thinking in generating ideas for fundraising and to help solve any problems we would encounter. To solve the problem I suggested we walked to Blackpill instead which the university agreed to. It was a longer walk which not everyone was keen on but we all agreed to do it in the end as it was the better option at the time. The 10 mile walk along the coast and took us about 2-3 hours to complete. Marsha identified more with the implementer role and so she found a route that would be direct and sufficiently long. This is our main form of promotion for sponsorship. Sponsorship can be submitted through our just giving page that is set up and running. This is a clear example of how we negotiated the problem, persuaded that Blackpill was a better route than Pen Y Fan and then implemented the idea into action that made the walk and sponsorship possible. We raised £150 from the walk sponsorship page and got a lot of good photos. In total we raised £400 for the school, which was enough for 4 big mack buttons.

The area of practise I've chosen is Market Management. The main areas a marketing manager focuses on is; identifying new consumers, creating promotions through advertisement, profit and loss predictions and return on investments. To be a successful professional in this area you must ensure each of these areas are constantly being worked on. In a PDP you need an 'Action to Achieve' section which details the steps you're going to take to achieve the set goals. For a marketing manager this would be primarily focused upon promotion and advertising so an example of a set target would be; 'overseeing the promotion of a company's brand.' Which could be developed into smaller more niche stages like ensuring the paid promotion of a billboard was put up in time or maintenance / improving the ecommerce site of the company to look more professional or work more fluidly. The little things add up and producing a PDP helps to focus your aims of what you need to achieve. The PDP will need to include a target date for completion such as a couple months or weeks, depending on the difficulty of the task. To be considered a successful hire you are responsible for developing pricing strategies and creating promotions with advertising managers, therefore this will need to be included in your PDP as well. As important as it is to have a lot of targets you also need to make sure you are completing them. Evaluating the results of various forms of marketing campaigns and potentially cancelling or keeping the once that do or don't work is a great way to succeed in your job. Driving collaboration with businesses stakeholders to ensure their vision matches with what you are aiming to achieve. Demonstrating market research efforts that have succeeded and how they can be capitalised on again. I have produced a small example of a PDP plan and what it should look like

down below. Most PDP's differ and are not set to a specific titles, it's a personalized professional tool used to assist you in clearly demonstrating what you need to achieve within a set timeframe.

The justification for the use of a PDP plan is mainly for organisation and to ensure your fulfilling your role to the best of your ability. It highlights an individual's set career goals, acting as a professional tool for assisting the professional in achieving and excelling in the work that is expected to be achieved. It's often aimed at career progression and self reflection in an attempt to put into place your aims but also to recognise your weaknesses and strengths in your role. Establishing your own personalized actions that will help you to achieve and excel at your position.

PDP EXAMPLE (promotion)	Action to Achieve	Evidence of Completion:	Date of Completion
Develop Ecommerce site	Employ IT staff / Pay for professional website development		1/3/2020
Developing pricing strategies		Had a meeting with management and we developed new strategies	1/2/2020
Collaborating with stakeholders	Meeting with key stakeholders to identify what to focus on		20/1/2020

References:

- <https://www.mindtools.com/pages/article/professionalism.htm>-3rd Jan 2020
- <https://www.cipd.co.uk/learn/profession-map>-3rd Jan 2020
- <https://www.businessinsider.com/warroom>-3rd Jan 2020
- <https://www.businessinsider.com/what-impacts-your-professional-reputation-more-than-working-hard-2019-6>-3rd Jan 2020
- <https://www.businessinsider.com/business-insider-sales-marketing-manager-2016-7>-3rd Jan 2020
- <https://www.businessinsider.com/business-insider-marketing-manager-job-2014-6>-3rd Jan 2020
- <https://search.proquest.com/openview/b03503bd4fd406ebbd9ac364efe52b4a/1?pq-origsite=gscholar&cbl=35192>-3rd Jan 2020
- <https://www.sciencedirect.com/science/article/pii/S0268401289900066>-3rd Jan 2020

<https://www.pon.harvard.edu/daily/conflict-resolution/types-conflict/> -3rd Jan 2020
<https://bizfluent.com/about-6612188-task-conflict-vs--relationship-conflict.html> -3rd Jan 2020
<https://journals.aom.org/doi/abs/10.5465/256178> -3rd Jan 2020
https://books.google.com/books?hl=en&lr=&id=F9OkPz_L61MC&oi=fnd&pg=PP1&dq=conflict+resolution+methods+business+studies&ots=HEyl_udxdv&sig=3OLyOXvNqjiFGIKItkYyhImo50k#v=onepage&q&f=false -3rd Jan 2020
<https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199760107.001.0001/oxfordhb-9780199760107-e-016> -3rd Jan 2020
<https://www.glassdoor.com/Job-Descriptions/Marketing-Manager.htm> -4/1/2020
<https://www.reed.co.uk/career-advice/personal-development-planning-what-you-need-to-know/> -4/1/2020
https://www.researchgate.net/profile/Jenny_Moon2/publication/255648945_PDP_Working_Paper_4_Reflection_in_Higher_Education_Learning/links/5596672f08ae99aa62c76f45/PDP--4/1/2020
[Working-Paper-4-Reflection-in-Higher-Education-Learning.pdf](#) -4/1/2020
<https://apps.dtic.mil/docs/citations/ADA052305> -4/1/2020
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<https://www.stanwick.be/en/blog/tuckman-and-belbin-go-hand-hand> -4/1/2020
<https://www.cipd.ie/learn/cpd/about> 5/1/2020
<https://www.projectmanager.com/blog/project-management-techniques-for-every-pm> -6/1/2020
<https://www.businessballs.com/project-management/project-management-skills-and-techniques/> -6/1/2020
<https://www.nutcache.com/blog/8-top-project-management-approaches-methods-techniques/> -6/1/2020
<https://www.infoq.com/articles/Enterprise-API-Management/> -6/1/2020
<https://www.sciencedirect.com/science/article/abs/pii/S0263786300000296> -6/1/2020
<https://www.businessinsider.com/apply-now-insider-inc-is-hiring-a-project-manager-2019-10?r=US&IR=T> -6/1/2020

E-portfolio:

Start:

Activity 1:



This is a Profession Map, typically used in HR but it also states themes that should be strived for by individuals in business managerial levels too.

The Map sets out clearly the international benchmark for people to strive for in their profession. It assists in better decision making and offers a clear guideline that gives confidence when decision making.

Reference: <https://www.cipd.co.uk/learn/profession-map>

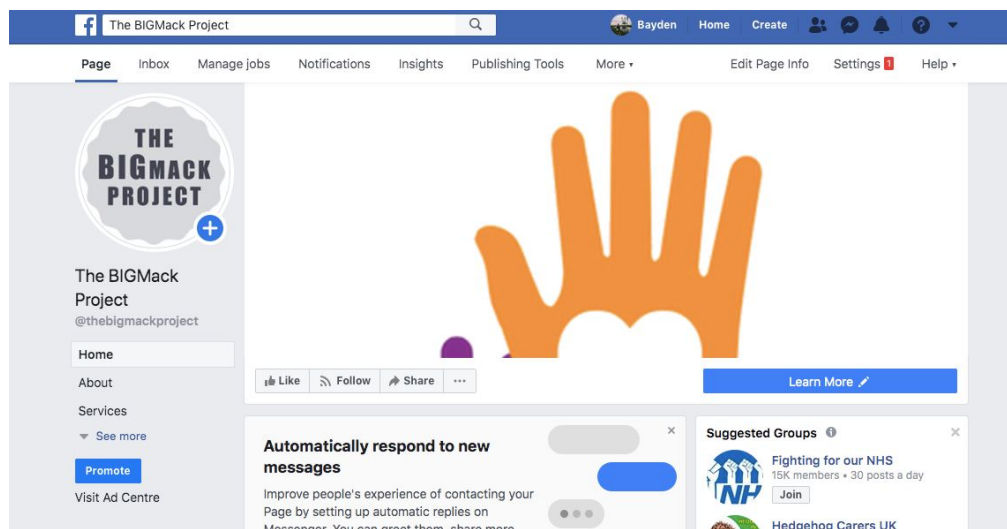
This is the CIPD Map that I mentioned in this section. It clearly demonstrates roles and responsibilities relating to HR but also highlights key roles and responsibilities that a manager should achieve. The CPD is focused on results and producing results for the professional. It encompasses various methods such as training, evaluation of past and present tactics and self study. To effectively break down what is and isn't working for the company and manager. The CPD allows you to plan your development, linking directly to your practice. It keeps your skills up to date and prepares you to understand how to organise yourself to take on greater responsibilities, which is why it's such a powerful tool for a manager to utilise.



Activity 2:

As mentioned in this section this is a screenshot and link to our Facebook page that was linked to our project. The main aim of this was to increase awareness and therefore hopefully sponsorship for the cause.

We posted images and targets that we hoped to achieve as well as information about what the movement was for and why people should invest in the cause. Overall it was successful, using the insights section in Facebook we saw that 5 people who visited the site gave sponsorship. Considering overall we had 20 sponsors and made £150 on our GoFundMe page, this was a good 20% of our reach.



Activity 3 and Activity 4:

The GoFundMe page accounted for roughly 50% of our total raised money. £147.50 was raised for the school through this method alone. This provides 1 and a half Big Macks for the school. In total we raised £400 pounds, once our box collection money was added up, providing 4 Big Mack buttons to the school in total.

Link to fundraising page for Big Mack Project:

https://www.justgiving.com/fundraising/thebigmackproject?utm_campaign=pfp-email&utm_content=TheBIGmackproject&utm_medium=fundraisingpage&utm_source=Sharethis&utm_term=BvKmDYX5v

The image shows two screenshots related to 'The BIGMack Project'.

The top screenshot is the JustGiving fundraising page. It features a large purple circular progress indicator showing '36%' and '£147.50 raised of £400 target by 8 supporters'. Below this is a 'Donate Now' button and a 'Share on Facebook' button. The page title is 'The BIGMack Project takes on Pen-Y-'. The JustGiving logo and navigation links (Menu, Start Fundraising, Search, Log in, Sign up) are at the top.

The bottom screenshot is the Facebook page for 'The BIGMack Project'. The page has a cover photo of a large orange hand with a white heart in the palm, surrounded by smaller colorful hands. The page name is 'The BIGMack Project' with the handle '@thebigmackproject'. The left sidebar shows navigation links: Home, About, Services, and a 'Promote' button. The right sidebar shows a list of related pages with 'Join' buttons: Hedgehog Carers UK, Mack Children & Youth, #StoppingHS2 Chilterns, and Sarah's Maybury Slimmers. The top of the Facebook page shows the user 'Bayden' and navigation links (Home, Create, etc.).

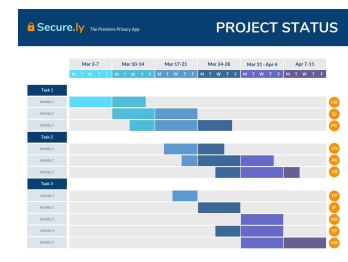
Project Management Skills Utilised:

Our group did develop a CPM chart in one of our lessons. A critical path is a project model that sets out a list of all tasks and the duration for completion. In the Big Mack group I mentioned that we had a lot of trouble completing the sponsored walk on time. This lead us to needing a CPM to clearly set out the time that we have to complete the task.

Other Project Management tools:

Gantt Charts:

Gantt charts offer a clear visual representation of your project timeline and the life cycle of the project. Its a strong project management tool because it clearly highlights the start as well as end dates, giving focus to all members of the group. Helping you schedule your project as best as possible.

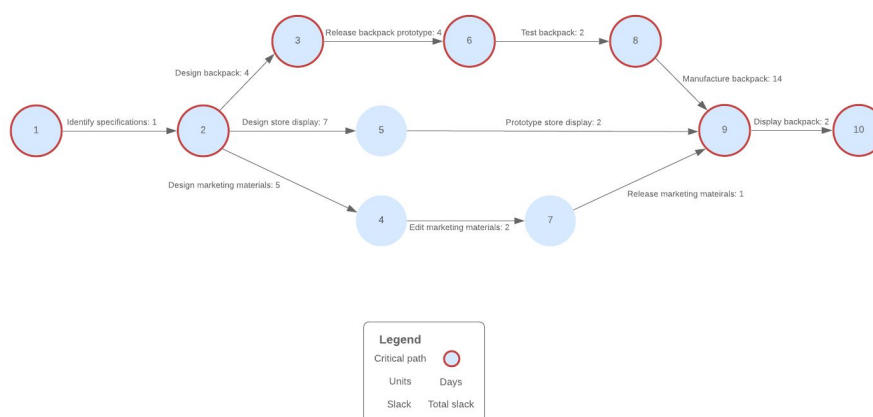


Example:

Reference: https://www.google.com/search?q=gantt+chart+example&rlz=1C5CHFA_enMY783MY783&sxsrf=ACYBGNSdn5ZaenXTCSNag_NapvFeCuzWAQ:1578311180224&source=lnms&tbn=isch&sa=X&ved=2ahUKEwiv5_ep8-7mAhUNfMAKH75BdsQ_AUoAXoECA8QAw#imgsrc=0n6qJINZNlseIM

PERT:

PERT is an acronym that stands for; Project Evaluation Review Techniques. Its often used in combination with the critical path project management technique. It schedules and helps to organize your task within the project time frame. Graphical representation is used to display the projects timeline, allowing a manager to break



down each element of the task easily.

Each node represents a new timeframe for completion. Tasks run alongside each other making it clearer to time manage.

Reference: https://www.google.com/search?q=PERT+example+chart&rlz=1C5CHFA_enMY783MY783&sxsrf=ACYBGNQURAn9GZUcwKS8kmC9bSEuAVzQA:1578311217786&source=lnms&tbn=isch&sa=X&ved=2ahUKEwiloOy78-7mAhUhmVwKH RHoAw0Q_AUoAXoECA4QAw#biw=1366&bih=640#imgsrc=pWCDt_XY6qo4pM

Articles Supporting Project Management Techniques:

- <https://www.infoq.com/articles/Enterprise-API-Management/>
- <https://www.sciencedirect.com/science/article/abs/pii/S0263786300000296>
- <https://www.businessinsider.com/apply-now-insider-inc-is-hiring-a-project-manager-2019-10?r=US&IR=T>

PHOTOS FROM BLACKPILL WALK:

Group Members:





Emily Carter
Fundraising for Friends of Ysgol Crug Glas

Donate Now

Share

Story

Thanks for taking the time to visit my JustGiving page.

The BIGmack project is a university charitable project which aims to raise money for Ysgol Crug Glas, a specialist school within Swansea. Pupils of Ysgol Crug Glas are from ages 3-18 and suffer from extreme disabilities. The BIGmack button allows the children of the school to communicate as many of them have speech issues and are unable to complete day to day tasks. We are raising money as a team to help supply the school with the BIGmack buttons, each button is £99. On the 4th December 2018 the members of the BIGmack project are climbing Pen-Y-Fan in order to help with the fundraising of the BIGmack buttons.

Share this story

Supporters

8



Marsha Thomas

1 year ago

£55.00



Gaynor Wearn

1 year ago

Hope you achieve your target

£20.00 + £5.00 Gift Aid



A Price

1 year ago

Hope you make it to the top

£10.00 + £2.50 Gift Aid