

Exploring Careers Through Technical Routes

Marketing

Shops around me
Shopping
Shopping online
Shopping games

The Industry

Marketing is the successful promotion of a product or service by identifying what customers want (product and price) and how to make it accessible (promotion and place). You can either work for an organisation doing in-house marketing or a marketing creative agency.

You may organise a marketing campaign, co-ordinate and produce marketing materials, organise and attend an event, collate a database or create/update online content. Tasks may include writing and designing advertisements for leaflets, posters or for cinema, radio and TV.

You can work in: public relations getting press coverage for products or securing sponsorship deals; digital marketing; search engine optimisation (SEO); online advertising or social media to engage a target audience; promote a brand using for example Twitter, Facebook, or LinkedIn.

Professional Marketing competencies

<http://www.cim.co.uk/more/professional-marketing-competencies/>
Chartered Institute of Marketing <http://www.cim.co.uk>
Advertising Association <http://www.adassoc.org.uk>

Skills and Requirements

Increasingly knowledge of digital marketing and use of social media is becoming a key requirement.

Other valuable skills for a career in marketing include:

- IT skills (MS office and Adobe design packages)
- An ability to consider and understand customers' needs and wants
- Being creative and imaginative e.g. designing packaging, literature, promotional campaigns or company websites
- Numeracy skills to analyse data, numbers and information so you can accurately plan activities
- Communication skills to talk directly to audiences e.g. through a magazine article or a TV advert
- A writing ability that is understandable and expressive
- Negotiation, persuading, initiative and logical thinking abilities
- Highly effective interpersonal communication to work with clients and within the team
- Languages, as marketing is becoming an increasingly global business.

'153,000 people currently work in the marketing and advertising industry.

The majority of these opportunities are in the overarching area of marketing, with jobs also available in advertising, PR and event management.'

Source: Creative Skillset

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Working and Learning in Marketing

Job Roles & Progression

Study Programme

Level 2

Principles of Marketing.

Level 3

Business Studies.
Creative Marketing with Entrepreneurship.



Further study

BA (Hons)

Marketing.
Marketing and PR.
Social Media.
Advertising and Marketing Communications.
International Marketing.
English and Media.
Marketing and Production.

FdA

Business Marketing.
Digital Marketing.



Apprenticeships

Intermediate

Marketing.

Advanced

Marketing, Digital Marketing and Social Media.

Higher

Marketing, Advertising and Marketing Communications.



Career roles

Specialise e.g. promotion or digital marketing management.
Design agency.
Corporate in-house marketing.

Calculation including problem solving

Tasks

1. Conduct a regional market research survey and present a findings report using graphs.
2. Organise the most appropriate and cost effective way to transport display equipment to an exhibition.
3. Calculate the costs of a promotional campaign taking into account profit & loss and overheads.
4. Collate a word count for different sections of a website.
5. Determine the number of leaflets to order based on costs and target market analysis.

Links to GCSE Maths

1. **Statistics** (collecting data - questionnaires; representing data - graphs and charts).
Algebra (graphs - drawing straight line graphs).
2. **Number** (whole numbers - addition, subtraction, multiplication, division; decimals - addition, subtraction, multiplication, division of decimals).
Problem Solving (solving number problems).
3. **Number** (financial mathematics - profit and loss).
4. **Number** (whole numbers - addition; using a calculator).
5. **Number** (whole numbers - addition, subtraction; approximation - rounding numbers).

Communication, all forms

Tasks

1. Work in your team to develop and agree a marketing promotions plan.
2. Make a new product presentation pitch to a prospective client on a suggested marketing strategy.
3. Create digital copy to persuade customers to take advantage of a special offer.
4. Read through promotional materials to ensure they are accurate and up to date.
5. Write an informative article for a magazine on a product that describes its features and benefits.

Links to GCSE English Language

1. **Writing** (planning - planning a structure).
Spoken language (speaking and listening - discussion skills).
2. **Spoken language** (audience and purpose; speaking and listening - individual presentation; personal presence; voice - pitch and volume).
3. **Writing** (context, audience and purpose; writing non-fiction - an article; organising information and ideas - paragraphs; literary techniques - persuasive language).
4. **Analysing non-fiction** (non-fiction text types - information leaflet; context - example of context; language and structure).
Spelling, punctuation and grammar.
5. **Writing** (writing non-fiction - an article; literary techniques - descriptive language).
Spelling, punctuation and grammar.