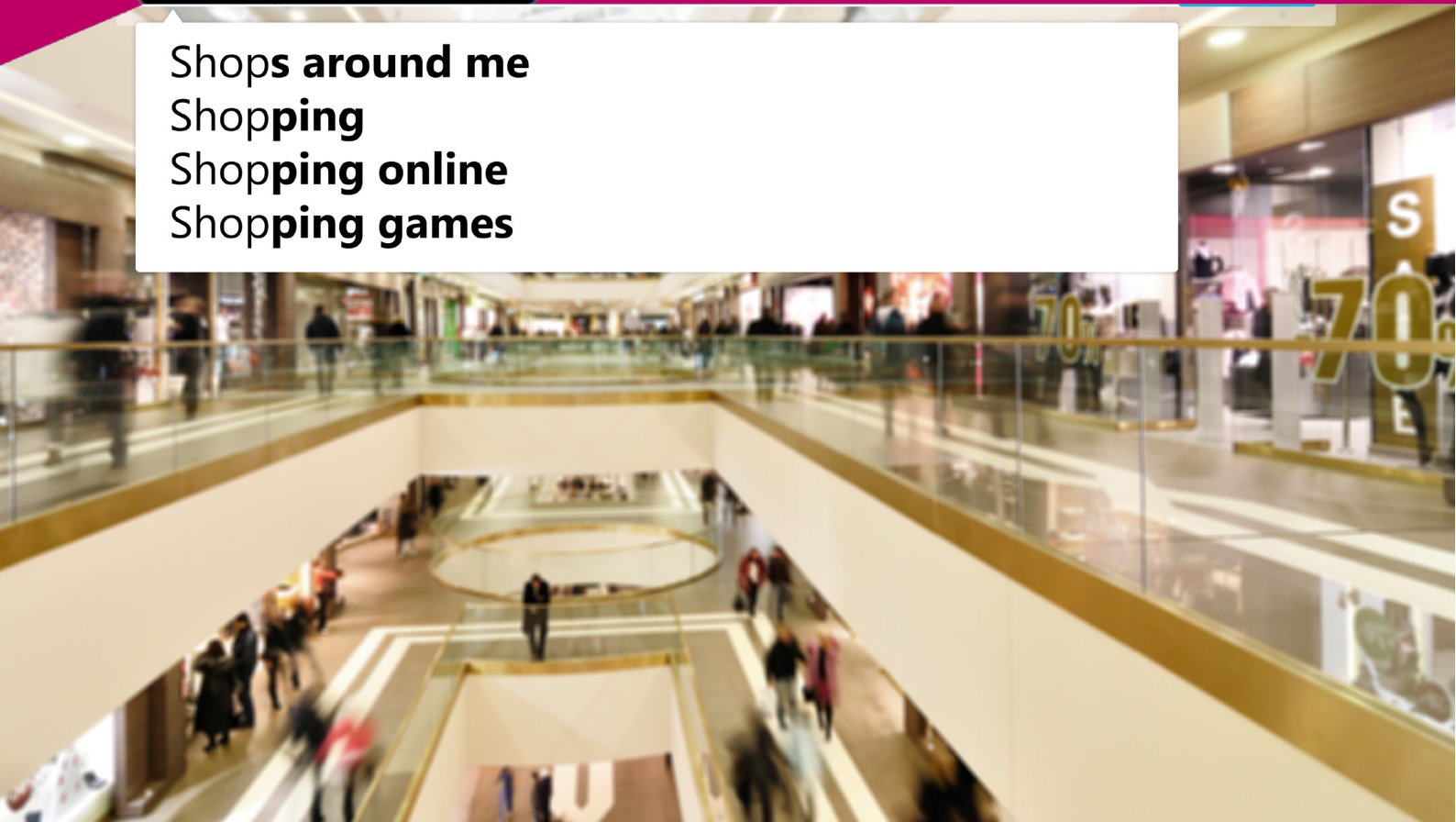


# Exploring Careers Through Technical Routes

## 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 may be organising a marketing campaign, co-ordinating and producing marketing materials, organising and attending an event or exhibition, collating a database or creating/ updating online content. Other tasks could include writing and designing printed advertisements, leaflets or posters or producing advertising for cinema, radio and TV.

The work could include PR (public relations), getting press coverage for products and securing sponsorship deals, digital marketing, search engine optimisation (SEO), online advertising and social media that engages a target audience and promotes the 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

You can either work for an organisation doing in-house marketing or a marketing creative agency. 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 packages, Adobe and use of social media)
- An ability to consider and understand customers' needs and wants
- Creative and imaginative e.g. designing the packaging of goods, promotional campaigns, company websites, literature
- Maths to analyse data, numbers and information so you can plan relevant 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
- Highly effective interpersonal communication
- Languages as marketing is becoming an increasingly global business

Creative Skillset has revealed that 153,000 people work in the marketing and advertising industry, with graduates making up more than 70% of the workforce. The majority of these opportunities are in the overarching area of marketing, with jobs also available in advertising, PR and event management.

Source: [https://creativeskillset.org/creative\\_industries/advertising\\_and\\_marketing\\_communications](https://creativeskillset.org/creative_industries/advertising_and_marketing_communications)

# Exploring Careers Through Technical Routes

## 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

Over 800 marketing courses  
BA (Hons) Marketing  
Marketing and PR  
Social Media  
Advertising and Marketing Communications  
International Marketing  
English and Media  
Beauty Promotion  
Dance & Movement Studies  
Marketing Fashion Design  
Marketing and Production  
Football Business and Marketing  
FdA  
Business Marketing  
Digital Marketing



#### Apprenticeships

Intermediate Marketing  
Advanced  
Marketing, Digital Marketing & 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 on a selected topic 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 word count for different sections of the 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 presentation pitch to a prospective client on a marketing strategy for a new product.
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 article for a magazine on a product that describes it using a picture.

#### 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**