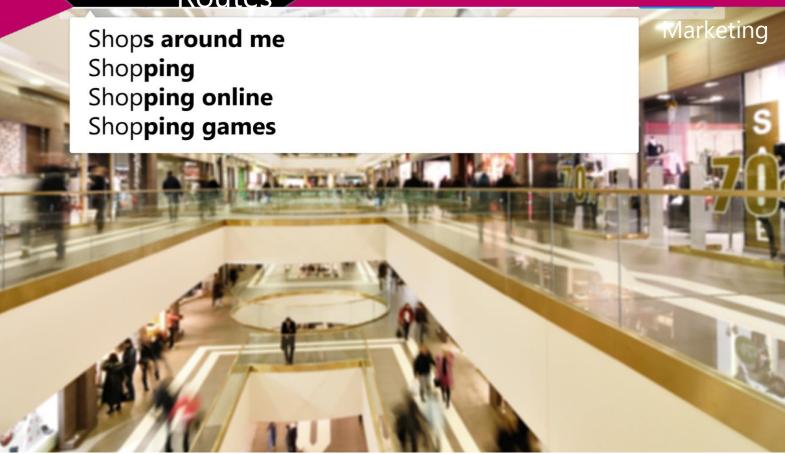




Exploring Careers Through **Technical**Routes



The

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, coordinating 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.

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





Exploring Careers Through **Technical**Routes

Working and Learning in Marketing

Job Roles & Progression

Study Programme

Level 2 Principles of Marketing

Busines Sudies 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 Fash on 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 Calculation including problem solving

Career roles

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

Links to GCSE Maths

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

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.





- an article; literary techniques
- descriptive language)

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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