

Exploring Careers Through **Technical** Routes

Shops around me
Shopping
Shopping online
Shopping games

Marketing

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, 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.

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

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

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

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 decimals) **Problem Solving** (solving number problems)
- 3. Number** (whole numbers - addition, subtraction, multiplication, division; using a calculator)
- 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)

Spelling, punctuation and grammar

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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)