

Marketing

Your Careers Adviser

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Skills developed in college

Below are some examples of broader business skills developed as a result of studying marketing. They are not all limited to your academic study and can be applied to other contexts. Employers' job vacancy details often refer to these skills. Skills sections on your CV can help you demonstrate the broad range of qualities you have to offer employers such as being able to:

- Demonstrate understanding of organisations, the external environment in
- which they operate, how they are managed and the future needs of organisations
- Apply critical thinking analysis and synthesis, including being able to identify
- assumptions, evaluate statements, detect false logic, identify implicit values, define terms
- adequately and generalise appropriately
- Problem-solve and make decisions, using appropriate quantitative and
- qualitative skills and also be able to create, evaluate and assess options, together with
- being able to apply ideas and knowledge to a range of situations
- Employ effective communication, using ICT and a range of media widely used in business,
- for example, business reports
- Demonstrate numeracy and quantitative skills including modelling and data analysis,
- interpretation and extrapolation
- Self-manage own time, behaviour, motivation, initiative and enterprise.
- Show an appetite for reflective, adaptive and collaborative learning.
- Be self-aware, sensitive and open to the diversity of people, cultures, business and
- management issues
- Have leadership, team building, influencing and project management skills
- Be effective at listening, negotiating and persuasion
- Be able to research business and management matters and address issues at European and international levels.

During the course of your degree, you will also have developed an essential range of other business skills, including:

- A talent for clear expression, both oral and written.
- The ability to plan in advance and think strategically.
- Research, analysis, team working and presentation skills.
- The ability to think independently.

You may also have developed a wide range of technical/specific course related skills

Types of employers/industry sectors

Marketing graduates can work in industries and sectors as diverse as retail, fashion, manufacturing, financial and public services, leisure and tourism, consumer goods, music, electronics and so on.

Public relations, sales, brand management, advertising and general management are all careers where the analytical and problem-solving skills of marketing graduates are sought.

A marketing degree prepares you for a career/s stretching across any sector or industry. You can work almost anywhere with a marketing degree. Nearly every type of business or industry utilises marketing professionals in some way.

There are many roles covering all the diverse elements involved in successfully promoting and selling a product or service: market research, pricing, packaging, advertising, sales, distribution, etc. This may be for any kind of manufactured product, from fast-moving consumer goods (food, toiletries, etc.) to industrial machinery, for a financial or professional service (bank accounts, insurance policies, accountants, lawyers etc.), for a charity or a public body (local authorities, tourist boards, universities) and many others.

- Digital marketing areas to consider include:
- SEO (Search engine Optimisation)
- Search Engine Marketing
- Affiliate Marketing
- Brand Marketing
- Blogger
- Social Media Marketing

Here are some examples of employing organisations who may value either the subject knowledge or skills marketing graduates have to offer:

- industrial & commercial organisations
- the finance sector
- the public sector: government & local authorities
- major recruiters offering graduate training schemes
- small businesses
- self-employment may also provide an opportunity for graduates

Other job hunting opportunities exist within:

- New Media & Digital Media Agencies
- Advertising Agencies
- E-business & E-commerce companies
- Companies providing Online Marketing Product & Services
- Corporate Employers recruiting for In-House Online marketing related jobs
- SEM & SEO Firms

For sector information see:

www.gradireland.com

www.careersportal.ie

www.prospects.ac.uk

www.targetjobs.co.uk

Career options with your course

The demand for outstanding marketing professionals has never been stronger. Corporations and interest groups place tremendous value on marketing graduates for their ability to know how to connect and spread information in a profitable way. Some of the main occupations secured by marketing graduates include:

Marketing and Marketing Management

- Marketing Manager
- Marketing Assistant/Executive
- Brand Manager
- International Marketing Manager
- Events' Organiser
- Sponsorship Co-ordinator
- Campaign Specialist
- Marketing/Regulation
- Marketing Promotions
- Affiliate Marketing

Digital Marketing

- Digital Marketing Executive
- Social Media Executive
- Content Web Manager
- Digital Adviser, on-line banking
- Search Engine Marketing
- Blogger

Advertising/PR

- Account Executive
- Account Director
- Account Manager
- Media Planner
- Copywriter
- PR Consultant
- Advertising Sales
- On-line Ad Executive

Market Research

- Research Assistant
- Research Analyst
- Marketing Data Analyst
- Research Project Manager

Sales/Sales Management/Financial

- Sales Executive/Manager
- Customer Services Manager
- Settlements/Reconciliation Officer
- Auditor
- Business Analyst
- Business Development Consultant
- Trade Sales Analysis
- Fund Administrator
- Pensions Administrator
- Investment Executive
- Bank Official
- Loan Official
- Teaching
- Marketing Services/Consultancy/Self-employment

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www.targetjobs.co.uk

Employers who have recruited in your area

Companies who have recruited Marketing graduates:

- Aldi
- AIB
- Hedge Serve
- Gibson Hotel
- Arysta
- Accenture
- Coca Cola
- KPMG
- Fleishman Hillard
- Deloitte
- Jobibbo
- PWC
- Tesco
- Lidl
- Eir
- Oracle
- Tourism Ireland
- ESB
- Benefit Cosmetics
- Brown Thomas
- JP Morgan
- Google
- Aer Lingus

Job Hunting

It is important that you access both the advertised and hidden jobs market and use any and every means available to you to job hunt effectively.

Advertised Jobs

Most University and IT Careers Services have jobs listings on their websites:

www.tudublin.ie/jobscene

Graduate programmes and immediate vacancies

www.prospects.ac.uk & www.targetjobs.co.uk

Graduate jobs UK

www.gradireland.com

Immediate jobs/Summer/Graduate programmes

www.mondotimes.com

Local and national press

www.publicjobs.ie

www.localgovernmentjobs.ie

Public service

www.irishjobs.ie/agencies

Complete list of recruitment agencies/online recruitment sites

Company Websites - Immediate vacancies and Internships
www.tudublin.ie/careers

www.indeed.ie

UK websites for opportunities/resources::

www.socialwebthing.com, campaignlive.co.uk, marketingweek.co.uk, mediaweek.co.uk, thedrum.co.uk, revolutionjobs.co.uk (digital jobs), (<http://jobs.guardian.co.uk>), jobhopper.co.uk, sourcethatjob.com, creativepool.co.uk, bubble-jobs.co.uk/digital-marketing
Marketing communication service worldwide - www.wpp.com – (advertising, public affairs, PR, marketing -worldwide)

Marketing/PR :

Marketing communication service www.wpp.com – (advertising, public affairs, pr, marketing worldwide), digitalmarketingjobs.ie, mondotimes.ie (worldwide), marketing grad programmes www.ibec.ie/eop, Irish Distillers, etc. UK PR Grad programmes – www.socialwebthing.com, & Careers Handout on PR Grad Programmes UK

Teaching jobs:

educationcareers.ie, educationposts.ie, research opps: euraxess.ie, heanet.ie, jobs.ac.uk, VEC: ivea.ie, eduation.ie, (English Language Assistant scheme – 5 countries (Austria, France, Germany, Italy, Spain)

Other

- Careers fairs – Gradireland Fair – Autumn and Summer Fair, plus many others.
- Notice boards/Student email account/Lecturers
- Company Presentations
- Specialist Magazines e.g. Brandrepublic.ie, adworld.ie adweek, adage, PR week (UK) magazine

Voluntary Sector/Charities

www.activelink.ie

Voluntary Sector/Charity/NGO vacancies in voluntary sector

www.volunteeringireland.com

www.dochas.ie

Association of non-governmental development organisations

www.comhlamh.org

Volunteering opportunities

www.wheel.ie/directory

Directory of voluntary and community organisations

Unadvertised Jobs

Networking

- Job Shadow/Informational Interviewing/work experience
- Networking – who is in your network?
- Professional Bodies,
- Social networking sites (facebook, twitter, LinkedIn, Facebook, Blogs, discussion boards)
- Attend events, EG: National Digital Conference, Dublin, Digital Learning Festival – May, Businessandleadership.com (events), Meet up groups, e.g. 'Tech for good - Dublin'
- Businessandleadership.com (events)
- Get in touch with guest speakers
- Thesis / College projects/Placement/Site visits/guest speakers
- TU Dublin Societies - e.g. Marketing Society, PR/PA society, Fashion Society, guest speakers
- First Destination Reports
- Join Alumni Association/Linked-in TU Dublin Alumni group

Contact companies directly

- Speculative applications + cold calling. Think about your offering
- Contact organisation with ideas (ways to reduce costs, make them more money, speed up R+D, Your Unique Selling Point)
- Utilise directories – Marketing Institute, Marketing Services Directory, Public Affairs Ireland, PRII, Kompass.com, Irish Media Contacts Directory, Marketing Services Directory, Kompass.com, Irish Media Contacts Directory, Creative Ireland Directory, <http://www.thedigitalhub.com/companydirectory>, www.mediastreet.ie – Irish Media and Creative Business Directory, www.techireland.org – list of tech companies

Track companies

- Check out Labour Market trends, ilo.org (Intl Labour Organisation, www.careersportal.ie, IDA, IBEC
- Search newspaper business pages on-line to get success stories on businesses as they are growing – TU Dublin Careers website (labour market news)
- Industry award recipients EG: All Ireland Marketing Awards, IAPI (ADFX) Awards, Media Awards, ICAD awards (creative excellence in advertising), IFTN awards, etc.
- Best Workplaces in Ireland (download on gradireland.com)
- Follow target companies on facebook, linked-in, twitter
- Think of small companies not just big brands

Other proactive ideas

- Enter competitions / scholarships
- Consider alternative/related roles
- Think of small companies/brands not just big names

For more information on how to go about finding a job and job-hunting sites, [See www.tudublin.ie/careers](http://www.tudublin.ie/careers)

Interviews

For more information on how to perform in interviews, [See www.tudublin.ie/careers](http://www.tudublin.ie/careers)

CVs/Cover letters and applications

For information on how to put together a great CV/Cover Letter or Application, [See www.tudublin.ie/careers](http://www.tudublin.ie/careers)

Useful links (e.g. Company Databases, Professional Bodies, LinkedIn Groups)

This list contains links to some of the most useful websites for your course including professional bodies and associations, employer directories, information sources and LinkedIn groups.

General websites — useful links

- [Marketing Association of Advertisers in Ireland www.aai.ie](http://www.aai.ie)
- [The Marketing Institute www.mii.ie](http://www.mii.ie)
- [Chartered Institute of Marketing, UK www.cim.co.uk/](http://www.cim.co.uk/)
- [Careers in Marketing www.careers-in-marketing.com/](http://www.careers-in-marketing.com/)
- [How to get in to marketing www.getin2marketing.com/](http://www.getin2marketing.com/)
- [Customer- to- Customer Websites www.shaaadi.com](http://www.shaaadi.com)
- [Business -to -Business Websites www.alibaba.com](http://www.alibaba.com)
- [Public Relations Institute of Ireland www.prii.ie](http://www.prii.ie)
- [PR Consultants Association www.prca.ie](http://www.prca.ie)
- [PR Association of America www.prsa.org](http://www.prsa.org)
- [Chartered Institute of PR in UK www.cipr.co.uk](http://www.cipr.co.uk)
- [Public Affairs Ireland www.publicaffairsireland.com/](http://www.publicaffairsireland.com/)
- [Public Affairs Links www.publicaffairslinks.co.uk/](http://www.publicaffairslinks.co.uk/)
- [Public Relations Links www.publicrelationslinks.co.uk/](http://www.publicrelationslinks.co.uk/)
- [Public Affairs jobs www.indeed.ie](http://www.indeed.ie)
- [_____ www.workinpolitics.com](http://www.workinpolitics.com)
- [_____ www.politicaljobs.net](http://www.politicaljobs.net)
- [_____ www.w4mp.org](http://www.w4mp.org)
- [Network of Event Organisers in Ire www.neoireland.com](http://www.neoireland.com)
- [Assoc of Prof Conference Organisers www.aipco.ie](http://www.aipco.ie)

Advertising

- [Inst. of Advertising Practitioners in Ire](http://www.iapi.ie) www.iapi.ie
- [Association of Advertisers in Ireland](http://www.aai.ie) www.aai.ie
- [Advertising UK](http://www.ipa.co.uk/) www.ipa.co.uk/
- [Advertising Association UK](http://www.adassoc.org.uk/Home) www.adassoc.org.uk/Home
- [Advertising and Marketing](http://www.camfoundation.com) www.camfoundation.com
- [Outdoor Media Association](http://www.oma.ie) www.oma.ie
- [Irish Direct Marketing Association](http://www.idma.ie) www.idma.ie
- [Publishing Ireland](http://www.publishingireland.ie) www.publishingireland.ie

Other

- [On-line Database encompassing all Irish Businesses](http://www.business.ie) www.business.ie
- [Directory Listings of Businesses and Service Providers](http://www.niceone.com/) www.niceone.com/
- [Small Firms Association](http://www.sfa.ie) www.sfa.ie
- [Irish Small and Medium Enterprises Association](http://www.isme.ie) www.isme.ie
- [Kompass \(Global Directory of Industry and Commerce\)](http://www.kompass.com) www.kompass.com
- [Enterprise Link](http://www.enterprise-ireland.com) www.enterprise-ireland.com
- [Industry Research and Development Group](http://www.irdg.ie) www.irdg.ie
- [Careers in Business](http://www.careers-in-business.com) www.careers-in-business.com
- [Graduate Jobs Internships](http://www.realworldmagazine.com) www.realworldmagazine.com

Careers open to all disciplines (Including 'Paths Into...' Series)

Many graduate vacancies don't require specific degree subjects as possession of a degree is taken as evidence of intellectual ability. What is more important to the potential employer is the range of transferable skills and experience you can demonstrate.

Many graduate training programmes take final year students from a wide range of disciplines, register with the [Career Development Centre's Jobsence](http://www.tudublin.ie/careers) for a full list of programmes. Here is a range of career areas that are potentially open to graduates of all disciplines. It's important to note that some of these options may require further study either on the job or beforehand.

If you are considering diversifying or changing career direction a postgraduate conversion course may be a viable option.

Some examples of career areas open to students of all disciplines:

- Teaching & Education
- Financial Services & Accounting
- Marketing, Advertising and PR
- Retail, Sales and Customer Service
- Banking, insurance and financial services
- Charities and voluntary sector
- Fund management / administration and investment banking
- Human resources, recruitment and training
- Management consulting
- Management, business and administration
- Media and publishing
- Public sector and civil service
- Social, community and youth

For further information see: www.gradireland.com/career-sectors

Further Study

Are you considering further study or training? See www.tudublin.ie/careers for comprehensive information

Some examples of further study programmes undertaken by Marketing graduates:

- Strategic Management, TU Dublin
- PG Dip Accounting, TU Dublin
- Retail Management, TU Dublin
- Creative Digital Media, TU Dublin
- Advertising, TU Dublin
- Fashion Buying and Management, TU Dublin
- Marketing Practice, Smurfit, UCD
- Marketing Development, Smurfit, UCD
- Digital Marketing, Smurfit, UCD
- Computer Science, UCD
- Digital Marketing, UCD
- International Business Management, TCD

Conversion courses

Some graduates find that their primary degree did not meet their expectations, either vocationally, academically or personally, and seek change career direction. Conversion courses offer the opportunity to diversify into another chosen career area while meeting the necessary entry requirements for that discipline. However, it should be noted that this is not the case for all disciplines e.g. disciplines such as science and engineering will require an undergraduate degree in that discipline.

• Self Employment

Ever thought of being your own boss? Think you have an innovative product or service idea that could have commercial value? Want to commercialise your research? See www.tudublin.ie/careers

Other Options (e.g. Time out, travel etc.)

Volunteering and working with communities with is a great way to gain valuable real world experience, to develop new skills, to meet new people, to do something worthwhile and to improve your employability. For more details, see www.tudublin.ie/careers.

Labour Market Information

For information on the latest labour market trends see www.tudublin.ie/careers.

Additional Information / Advice

For any query you might have, please do not hesitate to get in touch with us.