What's Next?

Marketing

Bachelor of Business (Honours) in Marketing

Core Skills

Transferable SkillsCommunicationsInterpersonal SkillsTeamworkDecision-makingIT SkillsReport writingPresentation skillsTime Management & OrganisationStrategic & Creative thinking.

A degree in Marketing is a strong foundation that gives you the opportunity to build your career in sales, digital marketing, public relations, event management, advertising, market research, e-commerce, content creation, analytics or media.

Roles are either within marketing departments in larger companies, in small businesses, where you would take on a few roles, or in independent consultancies that specialise in one or more aspects of marketing. As a marketing graduate you have a wide range of sectors open to you.



Degree-specific Skills Market Research Marketing Techniques Digital Marketing & e-Commerce Brand Development & Management Planning and Managing Sales Business Acumen for Marketing Research & Analysis Event Management Consumer/Customer Focus Social Media Marketing.

Career Options



Opportunities are in **digital marketing**; **sales**, **product marketing**, **business development**, **e-commerce** and **public relations**. Watch out for talks on campus by employers from different sectors, to meet recruiters in those companies and build your knowledge. Larger multi-nationals may not have marketing roles at each site. Check out the mycit careers jobs page and follow the Careers Service on social media for the heads-up on full-time and parttime jobs!

http://www.mycit.ie/careers

FMCG, consumer goods companies, especially in food and retail, as well as the product producers, for example: Musgrave, Dairygold, Jameson, Danone, Glenilen Farm, Glenisk, Keogh's Crisps, Meadows & Byrne, Primark, etc. Professional and Financial Services, such as EY, Deloitte, Laya Healthcare, VHI, Allianz, TSB Bank, Bank of Ireland

Software/Technology, Large multi-nationals and smaller, Irish IT companies, such as Dell, Apple, VMWare, Blizzard Entertainment, Teamwork, Poppulo, eSentire, Aspira, etc.

Tourism & Hospitality: large and smaller hotels, travel companies, tourism destinations, restaurants & pubs

Public sector, apply to join the Irish Civil Service as a graduate, see publicjobs.ie

Consultancies/Agencies, for example: Red Sea Consulting, Evolution Digital Marketing, Atomic, Fuzion Communications, Granite, Hopkins Communications, Wilson Hartnell, Murray Consultants, Springboard PR, Brandmagic, etc.



Where are CIT graduates working?

Company

Aer Lingus Bellavista Hotel Dell Dyson Electric Ireland FDM Group Laya Healthcare O Donovan Engineering Real Nation SAP Self Employed Solar Winds The Cork Independent

Job Role

Customer Service Marketing Manager Field Marketing Analyst Marketing Coordinator Customer Service Representative Sales Executive Marketing Intern Marketing Event Manager Project Coordinator Marketing Executive Sales Associate Advertising Account Manager.

Starting Job Search

Job search takes focus, effort and commitment. It's essential that you create a strong online presence. You need to have a LinkedIn profile and work at building your network. If you blog or have a website, be sure to include links in LinkedIn and on your CV. Don't wait for jobs to be advertised, actively look for roles that interest you. Invite relevant people to connect with you on LinkedIn, such as recent graduates from your course and those in jobs and organisations that interest you.

Graduate programmes are a great career starting point as extra training is provided. A Level 8 degree is the minimum for entry to most programmes. Free GradIreland resources are available to take away in the Careers Service. Register with GradIreland: https://gradireland.com/user

Professional Groups & Associations



Membership of a professional association is a useful way to meet new people in your field and will look good on your CV. Many professional bodies have jobs boards and these roles may not be advertised elsewhere.

Relevant professional bodies include:

The Marketing Institute of Ireland www.mii.ie The Irish Marketing Society www.marketingsociety.ie The Sales Institute https://www.salesinstitute.ie/ Public Relations Institute of Ireland https://www.prii.ie/ Digital Marketing Institute https://digitalmarketinginstitute.com/en-ie/ institute/careers



Postgraduate Study

A Masters' degree will enable you to specialise and build expertise in one area of marketing. There are lots of post grad options in Ireland, for example:

Marketing Practice, CIT PR & New Media, CIT Marketing Practice, NUIG Digital Marketing Strategy, CIT Management & Marketing, UCC, DIT Digital Marketing, DIT, UCD, Carlow IT Public Relations & Strategic Communications, DCU.

For further information, go to the 'Further Study Options' section on the Career Information page of http://www.mycit.ie/careers. You can also use www.qualifax.ie or www.gradireland.com/furtherstudy. For information on Masters' programmes through English in universities across the EU: www. mastersportal.eu



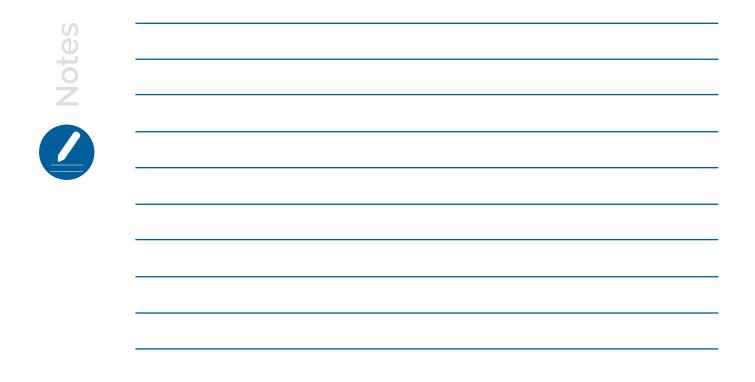
Want to go abroad?

For career opportunities in Marketing, P.R. and Advertising in the UK see: www.targetjobs.co.uk; www.gradjobs.co.uk and www. graduate-jobs.com

Jobs across the EU can be seen on the EURES website and financial supports are available for relocating to another EU country, visit: https://ec.europa.eu/eures/eures-searchengine/ page/main?lang=en#/search

If you wish to work in the USA, Canada or Australia, check out work visa requirements first. There are graduate work visas available to the USA, a great opportunity to gain global experience in your field.

*Article worth reading – 'Create a marketing campaign for yourself', includes video on how to make your LinkedIn profile irresistible to employers: http://time.com/4182945/job-interviews/





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