

## What's Next?

# Marketing

Bachelor of Business (Honours)  
in Marketing

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.



### Transferable Skills

Communications  
Interpersonal Skills  
Teamwork  
Decision-making  
IT Skills  
Report writing  
Presentation skills  
Time Management & Organisation  
Strategic & Creative thinking.



### 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.

## Core Skills

## 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 part-time jobs!

<http://www.mycit.ie/careers>

## Employers



**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](http://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](http://www.mii.ie)  
 The Irish Marketing Society [www.marketingsociety.ie](http://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](http://www.qualifax.ie) or [www.gradireland.com/further-study](http://www.gradireland.com/further-study). For information on Masters' programmes through English in universities across the EU: [www.mastersportal.eu](http://www.mastersportal.eu)



## Want to go abroad?

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