

Your Degree in Marketing...What Next?

What skills have I gained from my Marketing degree?

A degree in Marketing will establish a strong foundation for understanding commercial enterprise and business ethics, as well as providing the ability to partake in key business functions. It will particularly develop your creative thinking and strategic ability, allowing you to understand and effectively meet consumer needs.

Core skills gained from a Marketing degree include:

Business Acumen & Strategic-thinking	Communication & Interpersonal (Ability to work with people of all levels)
Research & Analysis	Organisational
I.T.	Attention to Detail
Creative-thinking	Time Management
Decision-making	Teamwork & Leadership
Presentation Skills	Customer Focus
Report-writing	Responsibility

Other desirable characteristics required for employment in Marketing:

- Market Foresight
- Drive & Initiative
- Ability to Network & Influence
- Ability to Work Under Pressure & Learn Quickly
- Problem-solving
- Language Skills (depending on the organisation and the role)

Note: It is vital that you recognise and differentiate between your technical skills and your non-technical or ‘soft’ skills in preparation for pursuing employment or further study.

What can I do with my Marketing degree?

Graduating from your Marketing degree leaves you with a diverse range of opportunities to consider. Ideally you will spend a lot of your final year carefully researching your options for **graduate employment or further study**.

Graduate Employment

Types of Companies

Marketing is part of any industry or organisation in some shape or form. There are multiple employment opportunities available to graduates with a Marketing degree; whether in small, medium or large, public or private firms and organisations, in Ireland or abroad, with roles in areas ranging from market research and advertising to international marketing and brand management.

Tip: Enterprise Ireland has lists of Irish employers across all industry sectors, including up-to-date sector profiles. Marketing plays a vital role for many of these companies. Check out;

www.enterprise-ireland.com Click on ‘Source a Product or Service from Ireland’ and ‘Sector and Company Directories’.

Tip: The Industrial Development Agency (IDA) has a comprehensive list of all multi-national companies in Ireland. Companies who employ Marketing graduates are listed. Check out; www.idaireland.com Click on 'Business in Ireland', select from the list of sectors and then click on 'Search Company Database' for a full list of companies.

Employment – Prospects & Trends

The Marketing, P.R. and Advertising sectors are continually growing and are significant employers of graduates in Ireland, offering opportunities for well-paid, progressive careers.

Professional Marketing Bodies in Ireland

Membership of a professional marketing association is a useful way to network and share information within the overall marketing community. It is also beneficial for inclusion in your CV. The main professional bodies in Ireland are;

- The Marketing Institute of Ireland www.mii.ie and
- The Irish Marketing Society www.marketingsociety.ie

Market Research

Market research involves using qualitative and quantitative research methods to gather information about consumer markets and behaviours. This information is then analysed and used for the development of a brand at each stage of that brand's life, from brand definition and growth to market awareness.

Main Jobs

- Market Research Executive
- Market Research Analyst

Employers Include

- Market Research Organisations: Amárach Research, ase Dublin, Real Insights, Eolas International, RED C Research & Marketing Ltd...

Brand Planning

Brand planning involves understanding the vision for and values of a brand, and subsequently planning for the development of that brand in line with such criteria. It is done with a view to growing the profitability and awareness of the brand.

Main Jobs

- Brand Manager – Internal Marketing
- New Product Planner

Employers Include

- Marketing Agencies: Southern Cork Agency, DMA Integrated Marketing, Avvio, Finn Media Ltd...

Advertising

Advertising involves the promotion and management of any brand including; companies, individuals, products and services.

Main Jobs

- Advertising Account Executive
- Copywriter
- Campaign Designer / Planner

Employers Include

- Advertising Agencies: Southern Cork Agency, Dublin Advertising Agency, RedFly LTD., AOC Marketing Ltd., Bullseye Food Marketing Ltd...

Marketing Management

Marketing management involves the planning and use of marketing techniques whether direct (e.g. radio or television ads) or in-direct (e.g. sponsorship of events) to advertise products and services or communicate key messages to the target consumer in line with brand plans and commercial strategy.

Main Jobs

- Marketing Executive
- Direct Marketing Executive
- Marketing Assistant

Employers Include

- Marketing Consultants: DMA Integrated Marketing, Fuzion, Finn Media Ltd., Fuse, Alternatives, Edge Marketing...

Marketing Consultancy

Marketing consultancy involves working as an external consultant to an organisation or an individual client to provide professional advice about their marketing strategy. This can involve anything from assessing a client's marketing needs and defining their brand to developing a brand plan and executing a marketing campaign.

Main Jobs

- Marketing Consultant – External Marketing

Employers Include

- Marketing Consultants: Fuzion, Finn Media Ltd., Fuse, Alternatives, Hopkins Communications, Edge Marketing...

Sales

Sales involves the promotion and sale of goods and services in line with an organisation's or client's market and brand strategy. The tasks and responsibilities within a sales role will vary depending on the product or service life-stage at which an individual is working, e.g. working as a Promotions Assistant to plan promotions so as to increase sales or working as a Retail Manager managing a promotion on-the-ground and selling directly to the end consumer.

Main Jobs

- Sales Promotion Account Executive
- Sales Manager
- Sales Representative
- Promotions Assistant
- Distribution Manager
- Retail Manager

Employers Include

- See 'Other Employers Include' below...

Digital Marketing

Social media marketing professionals

Media

Media involves applying technical understanding and use of marketing tools to the advertisement of brands to a wide consumer audience. It involves being an expert on which form of media to apply to a brand plan, so as to reach the maximum audience and provide the biggest return.

Main Jobs

- Media Buyer or Planner
- Media Liaison

Employers Include

- Media & Marketing Consultants: Fuzion, Finn Media Ltd., Fuse, Alternatives...

Public Relations

Public Relations works in line with the overall marketing function in an organisation. P.R. involves the management and positive representation of an organisation's, or individual client's reputation and activities within the public domain.

Main Jobs

- Public Relations Officer
- Personnel Officer
- Event Manager

Employers Include

- Media & Marketing Consultants: H+A Marketing & PR, Bracken Public Relations, Carr Communications, Fuzion, Elevate...
- Professional Body: Public Relations Consultants Association (Ireland)

Other Employers Include

Marketing graduates have the opportunity to work across many industry sectors such as;

- Banking, Insurance & Other Financial Services: Bank of Ireland, Barclays Bank, Canada Life, First Derivatives plc, Bank of Scotland Ireland Ltd., Hibernian Aviva...
- Food & Drink Industry: Kerry Group, Dairygold, Musgrave Group, Lidl, Diageo, Glanbia plc...
- Other: Abbott Ireland, Enterprise Ireland, GTI Ireland, Health Service Executive, Kingspan, Facebook...

Finding Employment

Employers seeking final year/postgraduate Marketing students or recent graduates generally advertise their roles as either *Graduate Jobs* or *Graduate Programmes*.

Some large companies offer Graduate Programmes which range in duration from 18 months to 2 years normally. This may involve just one role or a rotation of roles in the same department or different departments to learn about the organisation and to see where your interests and skills lie. Graduates will usually receive formal training or mentoring as part of their role.

In most cases companies are offering a full-time permanent role to a graduate as part of the programme. Competition for places is tough as large numbers of students apply for a small number of places with organisations. Many organisations recruit between October and December so final year students need to be on the lookout as soon as the academic year starts. Recent graduates can often apply too but check with the organisation first.

Tip: Companies often advertise graduate programmes or graduate jobs on the jobs page of a College/University Careers Service website as well as on www.gradireland.com

- Check the jobs page on CIT's Careers & Employability Service website; <http://www.mycit.ie/careers>.
- Register with gradireland to get email alerts on employment opportunities as well as job search advice; www.gradireland.com
- Pick up free copies of the **Gradireland Directory** for Ireland (north and south) and, '**Ireland's 100 Leading Graduate Employers 2012**', which is available at CIT's Careers and Counselling Service, 2nd Floor, Student Centre.

Postgraduate Study

Gaining a postgraduate qualification brings with it many benefits. It enables you to gain further, more specialized knowledge in your field of study. It can give you a specific technical, vocational or professional qualification and facilitate you in developing a range of key skills including; research, analysis, evaluation and written communication.

For further information, go to the 'Further/Postgraduate Study' link on the Students page of our website; <http://www.mycit.ie/careers>.

Further Resources

Gradireland publications – available at the Careers and Counselling Service or download a copy from www.gradireland.com

For career opportunities in Marketing, P.R. and Advertising in the UK see www.targetjobs.co.uk
The TARGETjobs publication and TARGETjobs magazines are available from the Careers and Counselling Service or download a copy from www.targetjobs.co.uk

Tip: If you are unsure about what direction to take after your degree, the gradireland Careers Report is a useful tool for matching your personal information and preferences to potential careers. Log on and register at www.gradireland.com to use the report.

Tip: If you want to find out more information about what is involved in any of the job titles listed in this document, check out the *A to Z Occupation List* on www.careersportal.ie