

Career Opportunities

with a Degree in ...

Marketing

Your skills and the employment market

A student who has studied Marketing is sought after in many industries. You have developed many skills during your studies including:

- Understanding of business and marketing techniques
- Teamwork
- Leadership skills
- Influencing and negotiation
- Oral and written communication
- Time management
- Presentation skills
- IT Literacy

Marketing specialisms can include:

- Brand Management
- Digital Marketing
- Direct Marketing
- Market Research
- Marketing Strategy
- Promotions
- Services Marketing

Other roles where marketing could be beneficial include:

- Advertising
- Event Management
- Media Buyer / Planner
- New Product Planner
- Public Relations Officer
- Retail Management
- Sales Representative

What past graduates have done

Here is a sample of destinations of BComm marketing graduates - taken from our annual graduate survey.

- Sales/Business Development, Box Media
- Digital Assistant Brand Manager, Danone
- Sales & Marketing, DG Ventures
- Sales & Marketing, Intense Communications
- Marketing, Standard Life
- Marketing intern, Medtronic
- Market Research, NPD
- Sales Support Executive, Payzone
- Graduate Programme, AIB Bankcentre
- Sales and Marketing Internship, Harbour Hotel
- Marketing Officer, Claregalway Hotel
- Events Intern, Irish Management Institute

Sample Jobs

Some jobs advertised recently that may suit students / graduates (these jobs are for illustration purposes only).

ARYZTA Graduate Programme - with opportunities across a diverse range of disciplines incl. New Product Development and Sales & Marketing. Looking for: Team players; Flexible with excellent interpersonal and communication skills; Proven self-starters with a drive and determination to exceed.

Leadership Development Programme, Aurivo. Positions will rotate across various business units over a two-year intensive programme. Looking for: Good communication and interpersonal skills. A sound commercial sense with an appetite for change and innovation. Self motivation and the capability of working on your own initiative. A focus on achieving results. A strong work ethic. Leadership qualities.

New Business Developer, Zevas. You are: technically savvy & experienced in social media, dig. marketing and analytics. Interested in the social media landscape and marketing. Resourceful, analytical and creative. A clear communicator.

Marketing Graduate, Version 1. Tailored graduate programme for a passionate, adaptable and goal-oriented individual. Hugely varied role in which no two days will be the same. You could be called upon to support sales, generate leads via telemarketing, plan campaigns and events, design and produce content, shape digital marketing and social media plans etc.

DCC Marketing Graduate Programme - opportunity to work in up to three different companies, divisions and countries on a rotational basis over the two years. Marketing graduates play a key role in building our brands, creating / implementing creative and commercial marketing initiatives. Need to demonstrate strong team, communication and relationship building skills.

Applying: Ensure your application/CV includes as many of the skills that are mentioned on the job spec as possible. Highlight the most relevant in a cover letter.

Sign up for email alerts from Careers Connect (see www.nuigalway.ie/careers) as jobs can be advertised throughout the year. Many graduate programmes contain a marketing stream and may be advertised in first semester.



Further study opportunities

For certain career choices, employers may look for candidates with further qualifications and training.

Some of the courses chosen by marketing graduates in the past at NUI Galway (www.nuigalway.ie/courses) were:

- MSc Marketing Practice
- MSc Strategic Marketing
- MSc International Marketing & Exporting
- MSc Digital Marketing
- MSc Business Analytics
- MSc Marketing – professional selling & sales mgt
- MSc International Management
- LLB Degree
- Professional Masters in Education

Jobs obtained by graduates of NUIG's marketing postgraduate programmes include:

- Marketing, Oracle
- Graduate Buyer, Smyths Toys
- Marketing Communications, Galway Simon
- Marketing Executive, Media HQ
- Local Marketing Specialist, IKEA
- OEM Sales and Marketing Manager, Microsoft
- Partner Support Representative, SAP
- Marketing Executive, Tourism Ireland, London
- Marketing, Spam Titan
- Media Team, Lidl
- Business Sales Consultant, Wowcher
- Marketing/Business Development, Credit Union
- Digital Marketing Specialist, Aró
- Marketing, Fintrax
- Enterprise Accounts EMEA Analyst, LinkedIn
- Online Sales, Google
- Marketing Executive, The Ritz hotel

Courses that marketing graduates have taken elsewhere include:

- Primary Teaching
- MBS Retail Management
- M. International Management & Global Business
- International Business
- Masters in Strategic Management
- Hotel Management

www.nuigalway.ie/conversion covers conversion courses at NUI Galway. The website www.postgradireland.com contains information on postgraduate courses in Ireland, www.prospects.ac.uk for researching opportunities in the UK and <https://ec.europa.eu/ploteus/> covers the EU.

Read our FAQ on *Postgraduate Courses* for more and pick up our writing personal statements booklet.

Deciding on your Career

Choosing a career after university can be extremely difficult and any long-term decisions should not be made lightly. While some people have already planned a career even before arriving at university, others will have only a vague idea of what they intend to do, or perhaps even no idea at all. Pick up our *Exploring your Options*, and *Researching Careers Information Online* FAQs and ask for details on completing an interest test.

There are also links to psychometric tests at: <http://www.nuigalway.ie/career-development-centre/servicesforstudents/explore/careerinteresttests/>

Resources in the Careers Information Room

Our Job Sector files contain a range of information about working in a specific sector – from job descriptions to professional associations. At the back of each (where possible) are advertised jobs so that you can look through requirements of previously advertised jobs.

We also have a range of titles to reference on taking psychometric tests, going for interview, writing a CV or personal statement... and much more.

Drop into our information room and we will be happy to assist you – there's no need to book an appointment to browse through our resources.

Be sure and pick up our free booklets 'Your CV' and 'Interview Skills'.

Useful websites

We have found that the following websites contain relevant and interesting information on opportunities with a degree in Marketing.

- <http://gradireland.com/career-sectors/marketing-advertising-and-pr>
- www.mii.ie (Marketing Institute Ireland)
- www.prospects.ac.uk/jobs-and-work-experience/job-sectors/marketing-advertising-and-pr
- www.cim.co.uk (Chartered Inst Marketing)
- www.camfoundation.com
- www.theidm.com (Inst Direct Marketing)
- www.mrs.org.uk (Market Research Society)
- www.adassoc.org.uk (Advertising Association)
- www.careers-in-marketing.com/

Social media is particularly relevant to those interested in marketing. There are many social media sites and groups helping people who are looking for work or finding out more about a particular career area. Search LinkedIn, Twitter, Facebook to find people, companies and discussion groups to follow.

Read our *Using Social Media* FAQ for more tips.