



# MSc Marketing Practice CV Guidelines

## 1. Updating your CV

Following the guidelines below will increase your chances of getting a place on the MSc Marketing Practice programme, by showing that you are able to follow a brief. *It is strongly advised that your CV follows the format outlined below, is no longer than two pages and is submitted in pdf format. The first page should include your Personal and Education Details, see sections 1.1 and 1.2 below. The second page should include Work Experience, Relevant Skills, Interests & Achievements and Referees as outlined in sections 1.3 to 1.6 below.* This format is designed to facilitate achieving placements on this programme only, it is NOT a typical CV format. During the course of the programme you will learn how to prepare a CV more suited to the world of open competition.

*Please remember that the style (i.e. how you format your CV in terms of margins, fonts etc.) is entirely up to you, so long as it is no longer than two pages. If you have Microsoft Office 2007, I suggest that you check out the "Resume and CV" section under the "Templates" section when you open a new document.*

### 1.1 Personal Details

These can be presented at the top of the page like a letterhead e.g.:

#### **Full name (top line, maybe in bold)**

Address to be used for correspondence (on one line)

mobile phone, home phone, email and LinkedIn (on one line)

- Make sure that you can be contacted easily on the telephone number that you provide.
- Choose one mailing and email addresses and use the same addresses on your CV and PAC application.
- You don't have to give your date of birth, marital state or gender, though you may choose to do so if you believe it will provide you with an advantage.

- Keep this section quite tight at the top of the page, no more than three to four lines are required.

## 1.2 Education

Start with your most recent studies and go backwards to your second level education e.g.:

Date	Institution	Qualification	Award
2005 - 2010	NUI Galway	Bachelor of Commerce	1.1
200x- 200y			
Xxxx - xxxx		Leaving Certificate	Xxx points

*Note: If you were selling advertising space, the top right hand side would be the most expensive space on a right-hand page. So be sure to fill up this space with your fabulous grades as shown above!*

### 1.2.1 Marketing Subjects

List the title of all the marketing subjects undertaken, across the page in a continuous line. Include any other subjects that you feel are particularly relevant.

### 1.2.2 Project-work

In preparation for this section of your CV, get a copy of the reports and projects you completed as part of your undergraduate degree, in particular those that relate directly to the marketing subjects you have studied. Take a while to read through these assignments and think about what you learned by doing these assignments and how they have helped you to understand marketing and its application in the real world.

This process is incredibly important in order to focus your attention on your marketing skills. In an interview you need to be prepared to succinctly explain what marketing is about and demonstrate your understanding of the subject. Given that this is your first professional job, drawing on college project work is a suggested way in which you can demonstrate your knowledge.

In this section of your CV, provide details of three to four projects completed during your undergraduate degree. Take at least half a page for this section. The following is a *suggested* layout for this section:

- Provide (1) the name of the subject and (2) the title of the project
- Then outline the objective of the assignment and give a brief summary of how you went about doing the assignment along with key findings. In other words, give a brief explanation (3-4 lines) of the assignment, what it entailed, what you did and what you learned.

*Note: This will bring you to the bottom of the first page of your CV.*

### 1.3 Work Experience

Start the top of the second page with your work experience. Again, plan a template that will allow you to present each piece of work experience in a consistent manner to include dates of employment, employer, title and responsibilities. Include all your work experience (Summer, part-time, voluntary, work with societies etc). The following is one approach that could be used to present your work experience:

Date	Employer	Role
Summer 2010	Hopkins Bar, Newcastle, Galway	Bar person
2007-2009	Rosie's Restaurant, Eyre Square, Galway	Kitchen Porter

Remember if you have relevant marketing work experience, you can present two sections:

- Relevant work experience and
- Other work experience

### 1.4 Relevant Professional Skills

Here you concisely list the skills you have that are relevant to a marketing job such as:

<b>Driving:</b>	Full clean driving licence and car-owner
<b>Online Marketing:</b>	<i>Social Media:</i> Proficient in the use of Facebook , Twitter, LinkedIn etc. etc. <i>SEO:</i> state if you have any experience of SEO <i>Analytics:</i> state if you have an experience of Google/Facebook Analytics <i>Advertising:</i> state if you have ever used Google Adwords or Facebook ads.
<b>IT skills:</b>	List the software packages in which you are proficient.
<b>Languages:</b>	If you have any languages other than English, please state here.
<b>Fund-raising:</b>	Give details of any fund-raising initiatives in which you have been involved.
<b>Leadership:</b>	Captain of..... Auditor of.....

There are many other possible skills that can be included here but they must be evidence-based.

There is no point in saying that you have 'excellent organisational/communications/teamwork skills', you need to give details of something you have organised.

### 1.5 Interests & Achievements

Give some serious thought to your interests and achievements though remember there is no need to include 'socialising' here! This section tells a lot about the kind of person you are e.g. if you play sport it demonstrates that you can be dedicated, disciplined, committed and possibly a team player. If you do charity work, it suggests that you think of others or maybe that you have a flair for event management and have expressed this through organising fund-raisers.

Pay attention to how you structure and present this information e.g.:

**Sport:**     *Hurling:*   Give your best example which reflects your degree of involvement and commitment e.g. Captain of under 21 provincial finalists  
                  *Soccer:*  
**Music:**     *Piano:*     Grade VII....., play guitar in a rock band called "Rock band".

In other words, group all similar activities together and make it as easy to read as possible, drawing the reader's eye to your achievements.

**1.6   Referees (please note: NOT References as a 'Reference' is a written document while a 'Referee' is a person)**

For the purposes of this programme, DO NOT say "available on request" as this could potentially slow down your recruitment process. Along two lines, give the name, title and contact number for two referees e.g.:

Ann Walsh     Lecturer, NUI Galway     [ann.t.walsh@nuigalway.ie](mailto:ann.t.walsh@nuigalway.ie)     091 492575

**Remember First Impressions Last!**

First impressions are so important, so when you look at your CV ask yourself if it looks professional, organised, and easy to read? Make sure there are no spelling mistakes and that it is consistently laid out in terms of heading font sizes and spacing. Only include content that is honest and that you can speak fluently and confidently about in your interview.

Put time and effort into your CV and it will pay dividends. Your ability to follow these guidelines will be noted as part of the assessment criteria.