





## What skills can graduates gain?

By majoring in Marketing, graduates develop a valuable set of skills that are transferable to a range of careers. These skills can include:

- Market analysis and practical application of knowledge
- Research design, data collection, and analysis
- Critical and strategic thinking
- Reporting writing
- Problem solving skills
- Time management, planning and organisation
- Presentation, public speaking, communication and negotiation skills
- Teamwork and collaboration
- Resilience and adaptability.

Opportunities to apply your learning are available through activities such as applied projects, competitions, and industry partnership opportunities. These experiences deepen your skillset, awareness of others, working knowledge, and employability.

### Employers look for

Many employers look for generic skills such as communication, customer-focus, bicultural competence, cultural awareness, teamwork and initiative.

With technology, globalisation, and other drivers changing society, skills such as resilience, problem solving, and adaptability are important.

Skills that are likely to grow in importance include analytical and creative thinking, systems thinking and technological literacy.\*

\*World Economic Forum: <https://www.weforum.org/publications/2023/05/10-future-skills-2023/>

### Skills that are likely to grow in importance

- Some skills are gained through studying
- Extra-curricular activities can help, such as getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities. Whether it is undertaking an internship, overseas exchange, skills seminar, or joining an industry group.

## Where have graduates been employed?

Marketing graduates work in almost any sector due to the skills they offer. Many organisations place a high value on people who have advanced business and communication skills.

### Employers employing graduates

- Retail trade e.g. Progressive Enterprises, The Warehouse, Stirling Sports, Farmers, Tesco
- Advertising, marketing and PR agencies e.g. DDB New Zealand, Ogilvy, Harvey Cameron, New Zealand Media and Entertainment
- Educational institutions e.g. Ara | Te Pūkenga, UC Centre for Entrepreneurship
- Banking, finance and insurance institutions e.g. ASB, Westpac, Deloitte, IAG
- Computer and software industries e.g. HP, Jade Software, Shuttlerock
- Agricultural sectors e.g. Synlait, Farmlands
- Travel and tourism e.g. Hertz, Christchurch International Airport, Destination Wairarapa, Virgin Australia, Intercontinental Hotels Group
- Healthcare e.g. Ryman Healthcare, Fisher & Paykel Healthcare
- Not-for-profits e.g. New Zealand Cancer Society
- Private companies in market research, legal, telecommunications, technology, household goods, real estate, leisure, and fashion sectors.

Marketing graduates have taken their skills abroad and are working in various locations including Australia, China, Canada, Scotland, and the United Kingdom.

## **What jobs and activities might graduates do?**

Graduates with this degree are employed in a

INTERVIEW

For students I would say, find an internship! To open up opportunities for yourself so you have experience and are work ready by the time you graduate. Contact businesses directly even if they aren't advertising an internship! Someone will take you. That's what I did and ended up interning for the International Relationships Department at [redacted]. My advice for graduates would be to never stop learning. Marketing is changing every day and you need to be constantly researching to stay on top of the trends.

ABOUT ME

I am currently working towards employment in marketing for an international football club Manchester United. I'll happily work at any level as long as it's my beliefs! My qualifications are a BBA, a degree recognised globally and I've completed a Masters in International Business. I know two languages and have a lot of experience. I want to achieve my goal!

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