



Marketing
Career and Industry Guide



**EMPLOYABILITY
TEAM**

Advancing Careers

Contents

Introduction.....	3
I have a degree, now what?	3
Career Decision Making	3
What areas of marketing can I work in?.....	4
What industries can I work in?	4
Types of marketing roles.....	4
Where and how can I do my research	5
Transferable Skills	5
How to gain experience	6
Further marketing qualifications and courses	7
MSc International Marketing – Anglia Ruskin University London.....	8
Where to look for graduate schemes?	8
Applying for graduate schemes	9
Where to look for other graduate jobs and part-time opportunities?	10
Generic job searching websites	10
Marketing specific job searching websites	10
Recruitment Agencies.....	10
Do I need a marketing portfolio?.....	11
Psychometric Testing	11
Speculative Applications	12
Professional Bodies	12
Marketing Communities and Influencers	12
Enterprise	13
LinkedIn	13
Employability Support.....	13

Introduction

“What can I do with a Business and Marketing degree?”

“Which companies offer careers with my degree?”

If you're asking yourself these questions then we would advise you to research your career choices as thoroughly and as early as possible, particularly in relation to experience required, different career routes you can explore or where postgraduate study choices can develop future opportunities.

Three ways you will succeed in finding a graduate job:

1. Undertaking paid work whilst at university or in the six months immediately after
2. Focusing your job search exclusively on graduate level jobs and making your applications whilst still studying
3. Having a career plan upon leaving university

I have a degree, now what?

If you don't know what career you want when you graduate, you may have more options than you think. Having a degree opens you up to many graduate level jobs and postgraduate study, which doesn't specifically have to be in Business or Marketing, as many industries are open to graduates from any degree background. So, explore your options!

The below link has some useful guidance for graduates who are still deciding on their career ideas and options; key skills that are gained in each degree and what you can do with them.

<https://targetjobs.co.uk/careers-advice/career-ideas/i-have-degree-now-what>

Career Decision Making

Your first step should be to bridge the gap between where you are and where you want to be. Exploring your values, interests, and skills will help you find educational and career options that match up with your goals and plan for the future.

As well as being familiar with opportunities you can secure with the degree you are studying or have studied, it may be useful to take a careers assessment or quiz, to get a deep understanding of industries or alternative roles you may be suited to. Examples of these are below:

- **Buzz Quiz** – A short, fun quiz which uses the Myer-Briggs personality factors to determine what careers may suit you (as well as other things).
<https://icould.com/buzz-quiz/>
- **National Careers Service Skills Assessment** – An assessment that supports you in identifying your transferable skills as well as finding out what interests and motivates you.
<https://nationalcareers.service.gov.uk/skills-assessment>
- **Prospects** – Offers a 'Career Planner' which is a detailed career quiz as well as the 'Job Match Beta' which asks questions on interests, as well as what you find purposeful and rewarding, matching your answers with job roles.
<https://www.prospects.ac.uk/planner>

What areas of marketing can I work in?

The jobs listed below are examples of the type of areas that may be worth looking into:

- Account management and customer support
- Advertising
- Affiliate marketing
- Brand management
- Campaign metrics and research
- Communications and public relations (PR)
- Community involvement
- Content marketing
- Copywriting
- Database management and analysis
- Digital marketing
- Direct marketing
- Display advertising
- Distribution
- Email marketing
- Event management
- Market research
- Media planning
- Mobile marketing
- Product pricing
- Public affairs
- Sales promotion
- Sales strategy
- Search engine marketing (SEM) & pay-per-click (PPC)
- Search engine optimisation (SEO)
- Social media
- Web design and development

What industries can I work in?

You can find marketing roles within all industry sectors as all organisations have some form of marketing element within them. The size and number of opportunities can vary but roles exist in a variety of places from financial and consumer companies through to not-for-profit organisations like charities and local government.

Many companies are expanding into marketing in digital and social media channels alongside the more traditional marketing methods.

[Job sectors](#) | [Prospects.ac.uk](#)

Types of marketing roles

Roles directly related to your degree:

- [MARKET RESEARCHER](#) (Market Research Interviewer)
- [PUBLIC RELATIONS OFFICER](#) (PR Officer, Communications Officer, PR Executive, Press Officer)
- [SOCIAL MEDIA MANAGER](#) (Social Media Strategist, Social Media Specialist, Digital Community Manager, Social Media Marketing Manager)
- [EVENTS MANAGER](#) (Conference & Exhibition Manager, Event Planner)
- [ADVERTISING ACCOUNT EXECUTIVE](#) (Account Handler, Client Services Executive)
- [ADVERTISING ART DIRECTOR](#)
- [DIGITAL MARKETER](#) (Digital Marketing Specialist, Online Marketing Executive, Digital Marketing Executive, Internet Marketing Officer, Digital Marketing Officer)
- [MARKETING EXECUTIVE](#) (Mobile Marketing Executive)
- [MEDIA BUYER](#) (Digital Buyer, Advertising Media Buyer)
- [PPC SPECIALIST](#)
- [SALES PROMOTION ACCOUNT EXECUTIVE](#) (Accountant Handler)
- [PRODUCT MANAGER](#) (Offering Manager, Solutions Manager)
- [MEDIA PLANNER](#) (Communications Planner, Media Strategist, Advertising Media Planner)

- [SALES EXECUTIVE](#) (Sales Representative)
- [ADVERTISING COPYRIGHTER](#) (Marketing Copyrighter)
- [SEO SPECIALIST](#)
- [WEB CONTENT MANAGER](#) - Web Content Editor, Online Content Producer, Web Content Designer
- [PROMOTIONS MANAGER](#)
- [COMMUNITY MARKETING MANAGER](#) - Social Media Community Marketing Manager
- [RECRUITER](#) - Talent Acquisition Specialist, Talent Agent, Internal Recruiter
- [HIGHER EDUCATION LECTURER](#)
- [MARKETING RESEARCH ANALYST](#) - Data Analyst, Research Analyst, Market Intelligence, Data Insight Professional, Statistician
- [MANAGEMENT ANALYST](#) - Consulting Executive, Administration Executive, Associate Business Analyst

Roles where your degree would be useful:

- [BUSINESS ADVISOR](#) (Business Consultant, Enterprise Adviser, Business Coach)
- [DIGITAL COPYWRITER](#)
- [PUBLISHING RIGHTS MANAGER](#)
- [UX DESIGNER](#)
- [GRAPHIC DESIGNER](#)
- [RETAIL BUYER](#) (Wholesale Buyer, Food Buyer, Buyer for Retail)
- [PURCHASING AGENT](#)
- [CREATIVE TECHNOLOGIST](#)
- [CONTENT ARCHIVIST](#)
- [COMMUNITY MANAGER](#)

If you are new to the Marketing industry and need to build up some relevant work experience alongside your degree, you may want to consider an entry level role, before progressing onto a more senior position. To search for roles that require limited work experience, you can search for a 'entry level' 'junior' or 'assistant' roles.

Where and how can I do my research

[Overview of the UK's marketing, advertising and PR sector | Prospects.ac.uk](#)

[Marketing, advertising & PR careers advice | targetjobs](#)

[The Best Marketing Jobs and Careers for You to Pursue in 2023 \(hubspot.com\)](#)

[Career Path Sector Guide: Marketing, media & PR \(brightnetwork.co.uk\)](#)

[What jobs can you get with a Business degree in the UK? | Milkround](#)

[What Can You Do With a Business Degree? | Top Universities](#)

Transferable Skills

Many transferable skills, as well as knowledge of business operations, frameworks and marketing, are developed throughout Business-related degrees. This skillset includes:

- Project management
- Communication and active listening

- Self-awareness and self-management
- Cross-cultural awareness
- Interpersonal skills
- Research skills
- Negotiation and influencing skills
- Creativity
- Organisation and time management skills
- Problem solving and analytical skills

How to gain experience

Whatever career area you're interested in, finding some short-term paid or voluntary work will improve your prospects of getting a graduate job and can give you a valuable insight into how a company or organisation operates. Students who gain relevant work experience while studying secure graduate level employment quicker after graduating.

Please see our '**Ways to gain experience and skills throughout your degree**' resource under 'Employability Resources' for more ideas and information for finding gaining experience. Here are some ideas that you may want to consider:

- Volunteering – work and support a charity eg can you support a charity with their social media or marketing campaigns?
 - [Charity Marketing jobs near London | CharityJob.co.uk](#)
 - [Reach volunteering](#)
 - <https://www.volunteermatch.org/>
 - [Homepage | Media Trust](#)
 - [Academy - Good Nugget](#)
- Make your own content - pick your favourite brand and pretend that you are responsible for creating their next ad campaign. You can design a brief and then create a marketing campaign to showcase your skills.
 - Can you start a blog, writing about something that you are passionate about?
- Internships – these are a period of work experience, offered by an organisation, lasting a fixed period of time. They are typically undertaken by students and graduates looking to gain relevant skills.
 - [Placements & Internships for Students | RateMyPlacement](#)
 - [Internships | Bright Network](#)
 - [The Grad Soc Internships for Students | Develop New Skills & Experience](#)
- Relevant work experience – work shadowing or paid work experience
- Find a mentor – mentors can support you throughout your professional journey and provide you industry relevant knowledge and expertise!
 - [The Mentoring Club - The non-profit mentoring platform created for your Growth & Development Journey. \(mentoring-club.com\)](#)
- Learn a new skill or programme – can you teach yourself how to use a new programme such as Canva? Have you considered a free online course?
 - [Canva](#)

- [Adobe Express](#)
 - [CapCut | All-in-one video editor](#)
 - [Brevo \(formerly Sendinblue\)](#)
 - [Constant Contact](#)
- Join a society within the university and become involved with their Marketing campaigns. Can you support with their social media posts? Can you write a article about an event?

Further marketing qualifications and courses

Marketing qualifications may be a great addition and add extra value to your CV, alongside your degree in Business and Marketing.

Industry specific qualifications could be advantageous but not always required. However, as some of these courses are free – you may want to consider these to add an extra element of experience and knowledge!

Please note that here are a few examples of courses that you could take, however, there are lots of great courses out there. LinkedIn Learning also has a range of free courses available, and you can access this for free whilst you are studying by contacting the Learning Resources Team!

[HubSpot Academy - Homepage](#)

Free Marketing courses:

- **Google Analytics Certification** – Google offer free online courses and exams for the Google Analytics tool. This certificate demonstrates your abilities to use this tool to track website traffic & user behaviour.
 - <https://marketingplatformacademy.withgoogle.com>
- **Google Digital Garage** – free online courses designed to help develop your digital marketing knowledge and digital skills. Start learning at your own pace today.
 - [Free Online Marketing & Career Courses - Google Digital Garage - Google Digital Garage \(learndigital.withgoogle.com\)](#)
- **Digital Marketing (Level 2 Certificate)** – Learn the basics of marketing strategy including social media, Email and SEO (Search Engine Optimisation) as part of marketing campaigns.
 - [Digital Marketing Free Course \(freecoursesinengland.co.uk\)](#)
- **Hubspot Inbound Marketing Certification** – Covers content marketing, social media promotion, email marketing and lead generation. Designed to help marketers attract customers through relevant content.
 - [Inbound Marketing Certification Course - Hubspot Academy](#)
- **Microsoft Advertising Certifications** – Develop your skills, validate your competency and showcase that using certification badges, which have been designed to be shareable on LinkedIn
 - [Certification | Microsoft Advertising Learning Lab](#)
- **Social Media Marketing Course** – Get certified in social media strategy
 - [Social Media Marketing Certification | HubSpot Academy](#)

Marketing courses that require payment:

- **Social Media Marketing Certification from Hootsuite Academy** – Designed to help marketers develop a comprehensive social media marketing plan, covering; social media strategy, content creation, advertising & analytics.
 - [Social Marketing Certification \(hootsuite.com\)](https://hootsuite.com/certification)
- **Digital Marketing Professional Certification from the Digital Marketing Institute** – This certification covers aspects like: search engine optimization (SEO), pay-per-click advertising (PPC), email marketing, social media marketing & analytics.
 - [1 - Professional Diploma in Digital Marketing Course | DMI Pro \(digitalmarketinginstitute.com\)](https://digitalmarketinginstitute.com/course/1-professional-diploma-digital-marketing)
- **The Chartered Institute of Marketing (CIM) Professional Certificate in Marketing** – Recognised internationally this qualification covers the fundamentals of marketing, from market research to planning and communications.
 - [Marketing Qualifications, Training and Membership | CIM](https://www.cim.co.uk/qualifications)

MSc International Marketing – Anglia Ruskin University London

If you are interested in continuing your studies then we have a great International Marketing Masters at the university. As an ARU London Alumni, you will receive a £2,000 scholarship to study a postgraduate degree with us!

[MSc International Marketing \(aru.ac.uk\)](https://www.aru.ac.uk/masters/international-marketing)

The course has been designed for today's modern marketer. Modules have been chosen to reflect the needs of modern marketing professionals, specifically digital marketing: understanding the global customer and brand psychology.

The degree modules cover a wide range of aspects of marketing and business. The strategic marketing and new venture development module will give you the practical skills to launch a new product or service onto the market, this module will be delivered in conjunction with the more traditional dissertation which will develop the academic skills required of a postgraduate student.

Remember – if you are looking to complete a masters then you will also need some industry relevant experience to help you stand out in the graduate job market! Please come and speak to a member of the employability team and we will be happy to discuss these options with you!

Where to look for graduate schemes?

Graduate schemes are training programmes at an entry level for those who have obtained an undergraduate or postgraduate degree.

Examples of companies that offer Marketing graduate schemes are:

- [Centrica](#) - offers a commercial and marketing scheme lasting two years and three months, with the option for flexible home working.
- [Diageo](#) - runs a three-year rotational programme involving brand marketing and customer activation.
- [Nestle](#) - has a two-year scheme that covers brand communication and analysing market trends.
- [Newton Europe](#) - its people and marketing stream involves three placements lasting three to six months each.
- [Virgin Media](#) - runs a two-year commercial, product and marketing scheme with four, six-month rotations.
- [Marks and Spencer](#) – spanning 18-24 months, you'll enjoy several rotations which give you a bigger picture of the business
- [Associated British Foods](#) - has a two-year scheme involving project management and delivering presentations

Please note that these are just a few examples of graduate schemes. As previously mentioned, marketing professionals are required in all industries and companies therefore there are a wide range of opportunities and schemes available!

Websites that you can search for graduate schemes are:

- [Bright Network](#)
- [Prospects](#)
- [Give a Grad a Go](#)
- [Milkround](#)
- [Target Jobs](#)

Applying for graduate schemes

You will usually be expected to apply online, and applications are typically accepted from September or October of the year before the next year's intake. Whilst most programmes will start in September, it's not always the case, therefore it's important to check the individual programme you're interested in for precise application and starting dates.

The application process can vary for each organisation but can involve the following stages:

- Online application - you'll need to spend around 10-15 minutes completing an online form. You can use the information on your CV for reference.
- Online test - you'll then face a series of tests to determine the skills you'll bring to the team. These include a video-based situational judgement test, a personality test and a gamified numerical challenge (please see our section on psychometric testing).
- Video interview (pre-recorded) - once you've successfully navigated the tests, you'll get the opportunity to record a video explaining why you've selected the scheme and the skills you would bring to the role.
- Assessment centre - finally, you'll be invited to a half/whole day session where you'll undertake various exercises, including a group exercise to get to know the other attendees, as well as a presentation, followed by a one-to-one interview.

Where to look for other graduate jobs and part-time opportunities?

If you are looking for part time or flexible opportunities, please see our *'Finding part-time graduate work'* resource on the 'Employability Resources' tile of the VLE.

Generic job searching websites

Generic websites are widely used by organisations to post jobs in any industry or level. Although these websites can be useful to find a range of opportunities, you may find that the same jobs are advertised across many platforms. Using industry specific job searching websites may save you time and allow you to find opportunities that best fit your interests.

- [Reed](#)
- [Indeed](#)
- [Total Jobs](#)
- [CV Library](#)

Marketing specific job searching websites

- [Creative Access](#)
- [Only Marketing Jobs](#)
- [Marketing Week Jobs](#)
- [Simply Marketing Jobs](#)
- [Campaign Jobs](#)
- [Girls in Marketing](#)

Recruitment Agencies

Another way of searching for roles is by using recruitment agencies as they work directly with organisations that are looking to hire. Recruiters are consultants that match candidates to job roles using interviews and application support. Contacting recruitment agencies is another way of maximising your chances of finding roles as they contact you if a role that suits your interests, skills, knowledge, and experience becomes available.

General recruitment agencies that support graduates:

- [Hays](#)
- [Adecco](#)
- [Morgan Hunt](#)
- [Tiger Recruitment](#)
- [Huntress](#)

Marketing recruitment agencies in London include:

- [EMR Recruitment](#)
- [Stop Gap](#)
- [Front Marketing Recruitment](#)
- [Intelligent People](#)
- [Blu Digital](#)

Do I need a marketing portfolio?

For marketing professionals, having a showcase of your best work highlights your experience and professionalism. It helps you stand out in a crowded market, open up new career opportunities and build credibility in your industry. A portfolio is a compilation of your best work—showcasing your skills, projects, accomplished tasks, created assets, campaigns and personal brand.

A CV *tells* employers about your experience. A portfolio *shows* them. Coupled with a strong CV, a Marketing Portfolio can really boost your career.

Don't panic if you feel like you don't have tangible work samples, you have options:

1. Include university and education projects.
2. Invent a sample project. Imagine you are working for a brand that you admire, say Patagonia or Glossier, and come up with a campaign for them—plan a week of social media posts or a landing page. Just make sure it's clear that this is a sample project.

[Portfolio advice for marketing agency jobs | Michael Page](#)

[How to Create a Digital Marketing Portfolio with Examples \(pixpa.com\)](#)

[Portfolio Templates | flo.create \(flo-create.co.uk\)](#)

Psychometric Testing

Many employers use psychometric tests as part of the recruitment process. They're common in graduate jobs, work placements and internships. Psychometric tests are used to:

- Identify the people best suited to a particular job
- See if you are a good fit for their company culture
- Screen a lot of applicants without having to interview everyone

You'll see tests of things like:

- Verbal reasoning – your ability to understand written information
- Numerical reasoning – how you think using numbers
- Abstract or spatial reasoning – your ability to understand patterns, logical rules or work with shapes
- Personality - questions about how you behave, to predict how you might act in a work situation (there are no right or wrong answers)
- Situational judgement tests - set a scene and ask what you would do in that situation

Psychometric Testing can be quite difficult if you have not had any experience of them in the past. You can practice these tests on Career Zone by going to the 'Aptitude Test' section. You can also find free practice tests on sites like:

- [The Psychometric Test Project](#)
- [The British Psychological Society](#)
- [SHL practice tests](#)

Speculative Applications

A speculative application is when the job seeker conducts research and directly contacts a company they wish to work for to see if there are any employment opportunities. Statistically, almost 60% of jobs are not actively advertised on the open market (UK Careers Fair).

Targeting and reaching out to companies to enquire about opportunities may increase your chances of success in the competitive job market. Being proactive in this way can give you access to a much wider variety of roles and increase your chances of success in the competitive job market.

Speculative applications provide a direct route into the company and contacting recruiters can lead to:

- [Temporary or permanent work](#)
- [Internships or work shadowing opportunities](#)
- [Increased business connections](#)

Even if it turns out there isn't a job available, your positive approach may impress the employer sufficiently that they'll bear you in mind for future vacancies that arise.

To find out more about speculative applications, please see page 5 of our ***'Cover Letter writing guide and examples'*** under the 'Employability Resources' tile for more information and an example.

Professional Bodies

Professional bodies are organisations run by individuals that are experts in a particular sector e.g., accountancy, project management, banking, marketing etc. They can be extremely useful to join as they often provide opportunities for career development and further training, as well as industry specific events or networking opportunities. Whilst you are still a student, they may offer you free student membership.

- [The Chartered Institute of Marketing](#)
- [The Marketing Society](#)
- [The Digital Marketing Association](#)
- [Institute of Data and Marketing](#)
- [Girls in Marketing](#)



Marketing Communities and Influencers

- [Pretty Little Marketer](#)
- [Girls in Marketing](#)
- [Superpath | Your Content Career Headquarters](#)
- [The Marketing Meetup Homepage | The Marketing Meetup](#)
- [Isobel Cowell | LinkedIn](#)
- [Sophie Miller | LinkedIn](#)
- Copy Writing - [Jasmin \(Jay\) Alić | LinkedIn](#)

- [Social Media Today](#)
- [Marketing Week](#)
- [The Drum](#)
- Weekly Newsletter - [Because of Marketing®](#)
- Email Marketer Newsletter - [Chase Dimond - Email Marketer](#)

Enterprise

You might also want to explore the world of enterprise. If you've got a great idea and you spot a gap in the market and want to earn a living from doing something you're passionate about, if you start your own business, you won't be unemployed. You might want to help others or make the world a better place, so if you have a product or service that can save people time, or money, or stress, and generally make life better, then this is always a great reason for starting a business.

The Enterprise Hub is an entrepreneurial support service provided to current students and alumni who wish to establish their own businesses. The Enterprise Team is comprised of experts who possess a wide range of specialist business skills and experience. This includes a group of students and alumni entrepreneurs who offer not only their insights to running a successful business but also provide additional guidance as peer mentors. The Hub offers bespoke workshops to those already running businesses as well as those seeking to establish new start-ups. To register your interest or for more information please contact our Enterprise Team via email - Enterprise@london.aru.ac.uk

LinkedIn

It can be really hard to stand out in the job market when there are so many other graduates trying to do the same thing. One quick win is to have a LinkedIn account to raise your profile and build up professional contacts while still at university.

LinkedIn is especially important for Marketers, because a company wants to see that you can build your own personal brand if you will be representing theirs!

Benefits of using LinkedIn:

- Build your personal brand - people will remember you and your brand when they look for someone with your particular skills and expertise. A strong personal brand can lead to new opportunities
- To build a strong network of professional contacts - you never know when a connection will come in handy and the bigger your network, the more chance you have of being referred to a job role
- To prove your dedication - having a LinkedIn account as a student proves that you are dedicated to pursuing a career
- To get job alerts - you can program LinkedIn to send you job alerts for certain companies, industries or specific job titles, so that you'll never miss out on a great opportunity again
- To show that you are able to market yourself!

Employability Support

If you need any employability support or want to discuss your future career options, you can book a one-to-one appointment with one of our Careers Consultants. So, whether you're looking to prepare for your first

graduate role and need advice on your CV or application form, or you're looking for a part-time job to fit around your studies or want to apply for a postgraduate course, then please drop us an email at employability@london.aru.ac.uk or call us 0207 400 6789 and we'll get you booked in as soon as possible