



Routes into Practice

Business and Marketing Degree Guide



EMPLOYABILITY
TEAM

Advancing Careers

Index

Introduction.....	3
What Can I Do with My Degree?	3
Graduate Destination Outcomes	5
Career Planning	9
How To Build Up Your Skills and Experience.....	10
How To Find Graduate Employment.....	11
Career Zone	14
Enterprise Hub.....	15
Get In Touch	16
Additional Websites – Events & Graduate Schemes/Programmes	17





Introduction

Dear Student,

This resource pack has been created for the purpose of supporting you whilst you are studying your Business and Marketing degree to secure graduate employment. There is little doubt that you will have accumulated a wealth of skills and experience that will be marketable, but how do you transition from a student to an employee?

This interactive document has various hyperlinks that can guide you in understanding what doors your degree can open for you in terms of job roles, as well as how to make those crucial first steps to planning your career. This guide will also support you in job searching, as well as outlining the useful tools that the university has to offer such as Career Zone and the Enterprise Hub. Our employability and careers services are available to you not only as a student, but also after you graduate or become alumni (a former student that has completed a qualification at a university) - remember it is not a one-off provision, we are here to support you all the way!

What Can I Do with My Degree?

Most of us pursue a degree because we like the subject, or we know someone who has studied the same course, but have you given any thought to what happens after university? Are you aware of what roles you can go into with the degree you gain, as well as what these roles entail?

Below you will find a list of careers you can pursue once you have graduated. Each role is hyperlinked to take you to a website that has the job profile for the role, including information on the job description and requirements as well as career progression and key skills. In addition to this, each role (if applicable) has alternative job titles for the same role so that you are aware of what key words to use when carrying out your job searches.

Not sure what the entry level role will be? Remember that entry level positions are roles that require little or no experience in the role so it's a great place to start if you want to get into a new role. Most entry level roles require a few key words before the job title (e.g., Entry Level Marketing Executive) or the title of the entry level position (e.g., an entry level position for a Marketing Executive will be a Marketing Assistant). If you require further support with this, please contact the Employability Team.



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Industries you can go into with your degree

[ALL INDUSTRIES](#)

Roles directly related to 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 Copywriter)

[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](#)

- Entry level – Consulting Executive, Administration Executive, Associate Business Analyst



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Roles where your degree will 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](#)

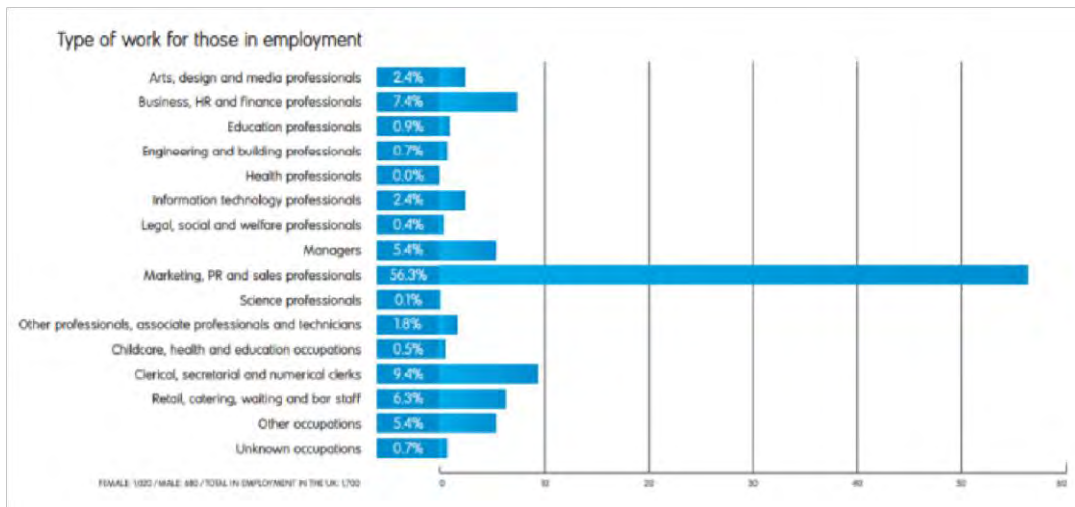
[COMMUNITY MANAGER](#)

Graduate Destination Outcomes

Research conducted by the Higher Education Statistics Agency and AGCAS via Prospects has shown the graduate destinations from 2017/2018 in terms of where graduates have gone on to do in terms of further study and employment. With a response from 17,530 Business, Marketing and Economics graduates, 66.4% are in full-time employment 15 months after graduation whilst 4.1% had continued onto further study.

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



This table shows most graduates that completed a Marketing degree move into careers within Marketing, Public Relations and Sales with 73.4% of graduates working full time and 45.4% working as Marketing Associate Professionals.



This diagram shows that 56% of graduates go on to study a master's degree with 15.7% of graduates studying a professional qualification.

*34% of graduates that have studied Business and Marketing are working within the marketing sector with many of graduates working in favourable roles within Business, Sales and Public Relations such as Business Development Manager roles and Sales Account Executive roles.

*Statistics taken from [Prospects.ac.uk](https://www.prospects.ac.uk) – Data by the Higher Education Statistics Agency

Below is a case study from one of our very own graduates who achieved a Business and Marketing degree.



Case Study – Business & Marketing ARU London Graduate

Name: Brandon Koe

What degree did you study? BSc (Hons) Business with Marketing

Current role: Account Executive at Hyundai/Kia



What qualifications, skills, experience and qualities do you need for your role?

The successful candidate person specification is as follows:

1. Educated to degree level achieving 2.1 and above.
2. Have excellent interpersonal skills and be able to build strong working relationships.
3. Able to communicate effectively, listening and developing ideas and projects with others.
4. Be very well presented.
5. Be highly organised and a self-starter who can work independently.
6. Ideally have some experience in an agency or client role, preferably in automotive or retail marketing.
7. Ideally have a reasonable knowledge of media and Point of Sale, including digital and social media.

How did your degree support you to achieve career ambitions and prepare you for your current graduate role?

My degree helped me be competitive in the job market.



What is the best advice you can give today to our current undergraduates seeking their first graduate role?

1. **Work experience is key.** When I left university, I had no experience in marketing whereas many other applicants had up to a year. So doing 3 – 4 months of summer work in your relevant field per year is really going to help.
2. **Be prepared to work for free.** Reach out to companies that may not necessarily be job posting and try and get experience as this is what employers are usually looking for.
3. **Get into DATA analytics.** Marketing is extremely saturated but DATA analysis jobs within the marketing industry are where it will be in the next decade.
4. **Prepare heavily for the interview.** Be so prepared for an interview that they have no choice but to choose you. Take interviews for jobs you may not want because it's great practice.
5. **Have a strong LinkedIn profile.** This is the first-place people look when they are faced with a candidate, so make sure it's perfect/professional.
6. **Learn in-demand industry skills.** PPC, SEO, TICK TOK MARKETING whatever is in demand as you will be faced with more opportunities.

Please describe your role and responsibilities:

As an Account Executive at Hyundai/Kia, I am required to provide support to my assigned dealership regions on all areas of their marketing mix. Meeting with the client regularly, I also attend dealership visits to discuss their marketing strategy. My role includes:

- Developing integrated marketing proposals for Dealerships that are aligned with their own objectives and national marketing strategy.
- Activate campaign and programme briefs from the Central Account team and traffic through relevant departments within the agency.
- Be proactive with Dealership engagement and central sales programmes ensuring materials and routes followed are integrated and compliant with corporate identity
- Assist in handling inbound Dealership communications through the central helpline and Dealer Marketing inbox.



Career Planning

A career plan is a step-by-step guide using long-term, mid-term and short-term goals to identify strengths and barriers to achieve a career goal. It can be used not only to secure a first-time role, but also to secure a promotion if you are already in employment, or it can be used to plan a career change. Career plans involve looking at your current qualifications, skillset, interests, and experience so you can make an informed decision as to what career you would like to pursue. As well as this, it involves analysing what you currently have in order to create realistic goals leading up to securing your career aspirations.

As well as being familiar with the roles 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).
- [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.
- [National Careers Services Skills Health Check](#) – An in-depth assessment identifying your work-based and personal skillset.
- [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.

Career Planning – Stage One, Reflection

When creating a career plan, as well as completing career assessments, it’s important to identify your experience, qualifications, and skills – but what’s as important is identifying your values in terms of what you like in a job and what’s important to you. Self-awareness is also key as you will need to include your interests and preferences within your career plan. This can be done by completing preference-based tests such as personality questionnaires.

Career Planning – Stage Two, Exploration

Once you have identified the above, you can begin your research by reading job profiles as well as job advertisements on websites such as [Prospects](#), [National Careers Service](#) and [Target Jobs](#) for the roles you are interested in as well as watching videos on platforms such as Career Zone and [YouTube](#) to find out what it’s like to work in that role. Additionally, networking online with professionals who are currently in the roles of interest using social media platforms such as [LinkedIn](#) can also give you an incentive as to whether you would like to pursue a career in that particular role. The next step is to gain exposure to that role through volunteering, work shadowing, finding a work experience placement or securing an internship.



Career Planning – Stage Three, Decisions

This stage will help you to decide on what role or roles you would like to pursue a career in. It's important to use all of your research you have gathered and consider your voluntary experience to see what you can do to reach your career goal. Examples of these could be any skills you would like to gain that is needed in the career you want to pursue or any additional qualifications you wish to complete that will get you ahead of the crowd. Additionally, you can look at the pros and cons of each role. When you have identified the tools needed to support you in securing your career goal, you can put short-term, mid-term and long-term SMART goals in place.

SMART Goals

Specific – The narrower your goal, the more you'll understand the steps necessary to achieve it. Be as clear and specific as possible with what you want to achieve.

Masurable - What evidence will prove you're making progress toward your goal? Setting milestones along the way will give you the opportunity to re-evaluate and correct as needed. When you achieve your milestones, remember to reward yourself in small but meaningful ways.

Achievable - Have you set an achievable goal? Setting goals you can reasonably accomplish within a certain timeframe will help keep you motivated and focused. Before you begin working toward a goal, decide whether it's something you can achieve now or whether there are additional preliminary steps you should take to become better prepared.

Relevant/Realistic - When setting goals for yourself, consider whether they are relevant. Each of your goals should align with your values and larger, long-term goals. If a goal doesn't contribute toward your broader objectives, you might want to rethink it. Ask yourself why the goal is important to you, how achieving it will help you and how it will contribute towards your long-term goals.

Time Based - What is your goal timeframe? An end-date can help provide motivation and help you prioritize.

How To Build Up Your Skills and Experience

Whilst you are studying your degree, it's always a good idea to acquire some relevant work experience to develop your skills and gain exposure to roles that will help you in securing your graduate position after university. A few ways to do this are through volunteering or applying for an internship. Whilst volunteering is gaining unpaid work experience and is very flexible, an internship is a short-term contract (usually less than a year) with set hours and most likely is paid although unpaid internships do exist. Regardless of what you are trying to find to gain work experience the methods below will inform you of the different ways you can find these opportunities. These methods will work for finding both volunteering and internship opportunities as well as graduate employment. Remember that the more methods you use, the quicker and easier it will be to secure that role!



How To Find Graduate Employment

Graduate Schemes

Graduate schemes are training programmes at an entry level for those who have obtained an undergraduate or postgraduate degree. These schemes are used by organisations to bring new employees into their departments and support them professionally. These schemes usually give the successful candidates hands-on experience in different departments allowing them to gain exposure to different roles and tasks. Some graduate schemes are accelerated courses with the new employees studying towards a master's degree at the end of the programme. You can find business related graduate programmes advertised on specialist websites for undergraduates and postgraduates such as [Prospects](#) as well as researching specific organisations that offer them. Below is a list of some companies that offer graduate programmes:

- [Civil Service Fast Track Scheme](#)
- [NHS Fast Track Scheme](#)
- [Morgan Stanley](#)
- [Credit Suisse](#)
- [Deloitte](#)

Networking & Events

Networking is a process by which information is shared by professionals and can take many forms such as informal or formal conversations, exchanging business cards or contact details and striking up a conversation with someone who is already discussing a professional topic you may be interested in. It is an extremely important part of modern day business. However, networking is not a 'one-off' task, but something that should be exercised where possible online or in person. In order to seek the benefits of networking, we need to be constantly building and keeping a good rapport with our network. This is something that will take time and the benefits themselves may take months or even years. An example of this is if a contact needs someone for a certain job role and they remember that you wanted to pursue a role in that field, they could reach out to you but only if you have developed a good professional relationship with that person.

Attending events such as fairs, conferences, seminars, or workshops is an excellent way to network with hosts, organisers and other guests. Look at the list of attendees or speakers beforehand and identify key speakers or employers that you would like to meet. You can find events via [LinkedIn](#) as well as on the well-known website [Eventbrite](#) in which you can create and attend all kinds of events. Being proactive and attending events such as careers fairs and those hosted by sector specific organisations, can help you in meeting professionals that work in the industry and in the job roles you are interested in. Building effective networks can ensure that you are on an employer's radar when looking for work experience or finding internships or employment. You never know when you will be recommended for a job by one of your contacts! In addition to this, you can also network online via social media platforms such as LinkedIn by connecting with other people in groups or as part of your network.



Generic Job Websites & industry-specific Job Websites

Using websites that advertise roles such as [Indeed](#), [Reed](#) and [Total Jobs](#), is an excellent way of finding any role within any industry at any level. These jobsites are generic and are used by many organisations to promote their opportunities. Alternatively, there are industry specific job websites that help candidates that want to work in a particular sector rather than using many generic jobsites. There are many recruitment agencies and recruitment jobsites that target many sectors:

- [Business](#)
- [Banking](#)
- [Finance](#)
- [Accountancy](#)
- [Insurance](#)
- [Human Resources](#)
- [Administration](#)
- [Economics](#)
- [Graduates/Postgraduates - Prospects](#)
- [Graduate/Postgraduate – Target Jobs](#)

Speculative Applications

Not all jobs are advertised - to find these hidden roles you'll need to write a speculative application to a company you're interested in working for. 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.

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, such as a full-time job, an internship or work experience, despite the fact that these roles are not advertised. This involves sending a speculative application cover letter and a CV. Although jobs are advertised in many ways, this is just one of the job-hunting strategies used to find employment, especially in certain fields such as the creative sector and charities.

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.



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Recruitment Agencies

Another way of searching for roles is by using recruitment agencies. Recruitment agencies work with organisations directly to help fill their vacancies. They are consultants that match candidates to job roles through interviews and application support. There are a large number of agencies that work within the UK, and some are sector specific, meaning they recruit for certain industries. 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. Here a few recruitment agencies that work well with graduates are below:

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

Professional Bodies

Professional bodies are organisations run by individuals that are experts in a particular sector e.g., accountancy, project management, banking, marketing etc. These organisations maintain inspection over the conduct, knowledge and key skillset and practices of that profession. These professional bodies offer membership to those working in the sector or profession, so they can have access to labour market information, trends, conferences, workshops, seminars and exclusive job opportunities. Becoming a member of a professional body gives you full access to these events and vacancies which is another way you can find roles via networking or direct applications. As well as this, it is another way of showing seriousness and continuous professional development of the career you want to pursue or are currently pursuing. Here are some examples of professional bodies:

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

LinkedIn

LinkedIn is a social media platform made for professionals to connect with one another. As well as the tools it has such as the ability for users to post material, comments, media and much more, LinkedIn has a jobs board and is used by various recruiters. In addition to this, recruiters use a slightly different version of LinkedIn in which they can find talent through using key words to find profiles that match be they skills, experience, or knowledge. Therefore, it is extremely important to showcase yourself effectively on LinkedIn and be very clear as to what careers or roles you are looking for. LinkedIn also has a feature for users to change their pictures to include a banner saying '#Lookingforwork' or '#Hiring'. It is encouraged for job seekers to include this banner as it is easier

for recruiters to see who is available from the glimpse of an eye. As opposed to this, job seekers are encouraged to connect with those that have the ‘#Hiring’ banner as they too are using LinkedIn to fill positions within their organisation.

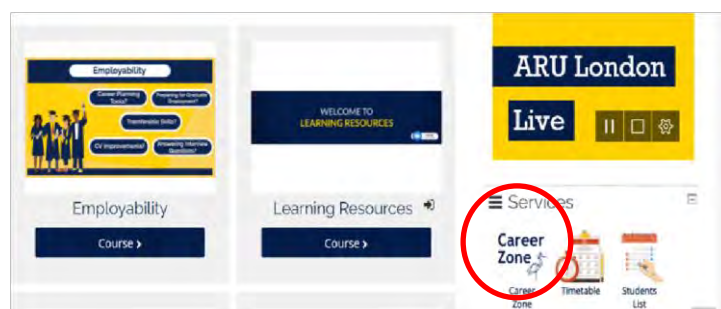
LinkedIn also has the hashtag (#) function as well as groups. Regarding hashtags, this is a fantastic way to spread your post or even your CV all over LinkedIn. Any LinkedIn user that includes a hashtag in their post means that any user that follows that hashtag will have that post appear in their newsfeed. You can use as many hashtags as you see fit and this is a great way to connect with people all over the world. Some hashtag suggestions are: #Jobseeker, #GraduateCareers, #Graduate (subject of study) etc.

With regards to the groups, you can be part of as many groups as you want but will need to receive confirmation you have been accepted into the group. Here you will be able to post material, be part of conversations and even post your CV. This is an excellent chance to engage with people who work in the field you want to work in or have just graduated as they may have other connections who they may want to introduce you – you never know who will get you that graduate role!

Career Zone

Career Zone is an exceptional employability platform maintained by the Employability Team to help you secure your dream job. It is available to you 24/7 and provides up to date information on industries as well as exclusive job roles, employer advice videos and an interview simulator along with many other features.

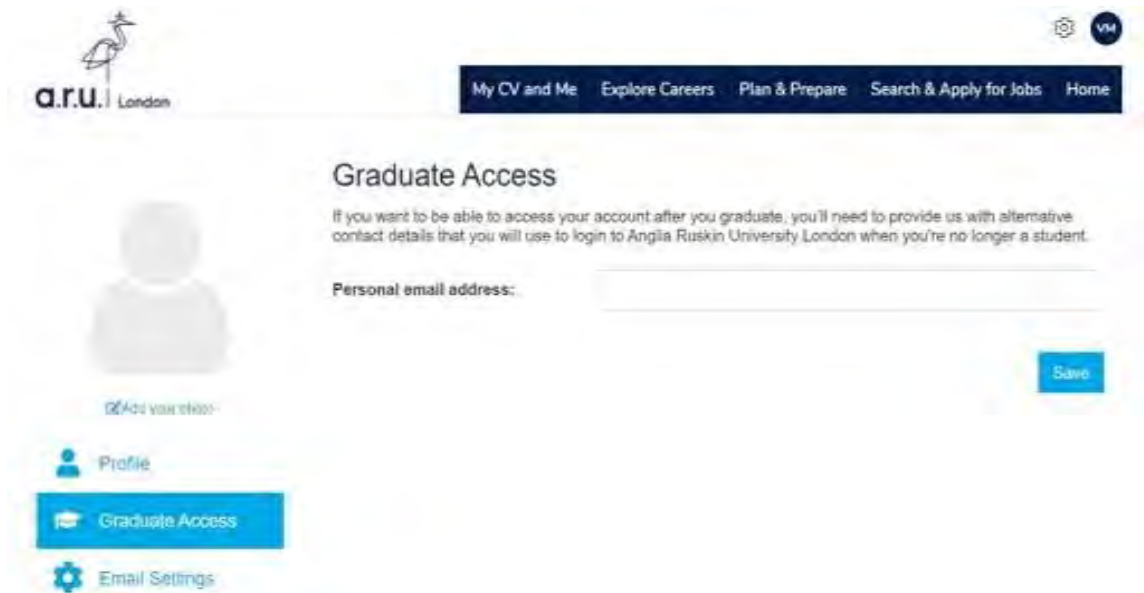
Accessing Career Zone



To access Career Zone, log into the VLE platform. On the right side of the screen, you will see ‘Services’ where you can click on the Career Zone button. As logging onto the platform is a single sign-on process, you will not be required to provide your login details again. If you have any issues logging in, please contact the Employability team.



Career Zone – Graduate Access

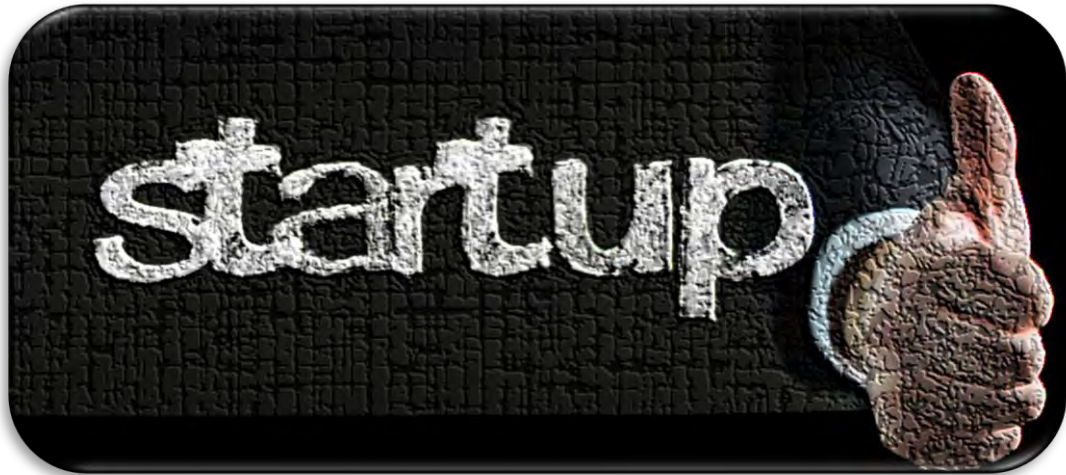


Once you have reached your final trimester, be sure to change your account to 'graduate access.' This means you will be able to access the platform outside of the VLE as this will be closed once you become an alumnus. To access Career Zone away from the VLE, log in to your VLE portal and look under the 'services' section where you can access the platform. Click on the small circle with your initials that lead to your profile and go to 'graduate access'. Type in your personal email and register. You should receive an email from Abintegro (the organisation who runs the site) with an external link, username, and password to access Career Zone externally.

Enterprise Hub

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 provides 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 for the Enterprise Hub or for more information please contact our Enterprise team via email - enterprise@london.aru.ac.uk.



Get In Touch

If you want to discuss any employability or careers topic with one of our Careers Consultants, you can book a one-to-one appointment for 30 minutes. These topics can range from tailoring your CV to a role you want to apply for to preparing for an assessment centre.

If this is of interest, please drop us an email at Employability@london.aru.ac.uk or call us 0207 400 6789 on. Follow us on [LinkedIn](#) as well!





Additional Websites – Events & Graduate Schemes/Programmes

EVENTS
PWC
Deloitte
EY
Goldman Sachs
KPMG
LinkedIn (Events)
Eventbrite
Rate My Placement

GRADUATE SCHEMES/PROGRAMMES	SECTOR
Barking & Dagenham Council	Local Government/Public Sector
Barnet Council	Local Government/Public Sector
Brent Council	Local Government/Public Sector
Camden Council	Local Government/Public Sector
Enfield Council	Local Government/Public Sector
Greenwich Council	Local Government/Public Sector
Haringey Council	Local Government/Public Sector
Harrow Council	Local Government/Public Sector
Islington Council	Local Government/Public Sector
Newham Council	Local Government/Public Sector
Redbridge Council	Local Government/Public Sector
Southwark Council	Local Government/Public Sector
Sutton Council	Local Government/Public Sector
Waltham Forest	Local Government/Public Sector
Richmond & Wandsworth Council	Local Government/Public Sector
Civil Service	Local Government/Public Sector
NHS	
NHS	Healthcare/Business
Lloyds	
Lloyds	Investment Banking/Business & Finance
Barclays	
Barclays	Investment Banking/Business & Finance
Bank of England	
Bank of England	Investment Banking/Business & Finance
HSBC	
HSBC	Investment Banking/Business & Finance
JP Morgan	
JP Morgan	Investment Banking/Business & Finance
Goldman Sachs	
Goldman Sachs	Investment Banking/Business & Finance



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Morgan Stanley	Investment Banking/Business & Finance
Blackrock	Investment Banking/Business & Finance
Citi	Investment Banking/Business & Finance
Credit Suisse	Investment Banking/Business & Finance
EY	Investment Banking/Business & Finance
PWC	Investment Banking/Business & Finance
Deloitte	Investment Banking/Business & Finance
Morrisons	Retail
Lidl	Retail
Asda	Retail
Aldi	Retail
Ocado	Retail
Tesco	Retail
M&S	Retail
Fujitsu	Technology
Capita	Professional Services
PA Consulting	Technology/Consultancy
Pegasus Group	Residential/Consultancy
Vodafone	Telecommunications
Siemens	Telecommunications
HM Treasure	Local Government
Southwest College	Education
Newton	Private Sector
Enterprise Rent-A-Car	Private Sector
Nestle	Food & Drink
National Audit Office	Finance
Capgemini	Technology/Consultancy
Aston Carter	Accounting & Finance
Grayce	Finance
Airbus	Aviation
Jaguar Land Rover	Automotive
NFU	Agriculture
MI5	Security
TTI	Private Sector
CGI	Technology/Consultancy