

What can I do with a degree in Marketing?

Marketing.



What is Marketing?

Our continuous exposure to advertising and sales pitches leads us to believe that marketing activities begin only when goods or services have been produced. But that is only the tip of the iceberg.

Marketing is concerned with the analysis of customer needs and obtaining information required to design, produce, price, distribute and promote goods or services that match buyer expectations.

Topics studied in marketing encompass market research, brand management, advertising and promotion, digital and content marketing, ethical considerations, customer experience, international marketing, events, services, and marketing management.

Successful marketing relies on continuous analysis of results and adapting to changing market dynamics to effectively reach and engage target audiences.

Marketing applies to profit-oriented firms as well as not-for-profit organisations.

Learn more

It is important to do some research when planning for your future career. Speak with, ask questions of, and follow relevant professional bodies, organisations, companies, thought leaders and industry professionals.

This will help you learn about career options, work environments, education and training requirements, and salary information.

Examples of professional bodies

- Marketing Association
www.marketing.org.nz
- Association of New Zealand Advertisers
www.anza.co.nz
- Commercial Communications Council
www.commscouncil.nz
- New Zealand Institute of Sales
www.instituteofsales.co.nz
- Te Pūtahi Whakakakau Tūmatanui o Aotearoa
Public Relations Institute of New Zealand
www.prinz.org.nz
- Research Association New Zealand
www.researchassociation.org.nz

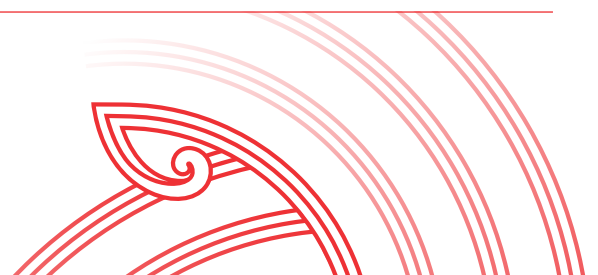
Career and study information

Some study pathways and degrees have a recommended school background, and some careers may require further study beyond a first degree or additional experience.

Gather information from:

- Marketing study details
www.canterbury.ac.nz/study/academic-study/subjects/marketing
- Job profiles on career websites like
www.careers.govt.nz
- Job adverts/vacancy descriptions
- Industry professional bodies.

This resource is part of a set of brochures focused on subject majors; many can also be studied as minors.





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.

Applied learning

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.

What do 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: www.weforum.org/agenda/2023/05/future-of-jobs-2023-skills

How can I develop these skills?

- 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.

Marketing graduates have been employed in:

- 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 range of jobs — see some examples below.

Note: This list is not exhaustive, and some jobs may require further study, training or experience. It is recommended to start with the section 'How can I gain a sense of career direction?'

Business development executive, sales coordinator, account manager

- Identifies and develops new markets or business
- Manages client relationships
- Implements sales and marketing strategies

Market / business analyst

- Evaluates an organisation's marketing and business requirements
- Analyses the competition, audiences, and prices
- Recommends strategies to increase profit

Marketing manager

- Collects and analyses market insight
- Prepares and implements marketing plans
- Works with others to promote goods or services

Marketing coordinator / assistant

- Assists in implementing the marketing plan
- Coordinates and produces promotions/ collateral
- Liaises with groups, e.g. via events, social media

Digital marketer, digital content advisor

- Develops a brand's communications strategy and online presence
- Increases web traffic and digital engagement
- Oversees digital marketing and online search

Communications advisor / executive

- Develops information, media and communication strategies
- Researches, writes, edits and produces content

Brand manager / executive

- Creates branding for new products or services
- Upholds corporate brand profile e.g. advertising
- Researches consumer markets and interests

Event manager

- Develops and plans concepts for events
- Manages the event budget
- Promotes and implements an event

Media relations specialist

- Plans and executes reputation management
- Organises and manages events

Examples of other job titles and careers include:

- Analyst in business, customer insights, pricing or promotions
- Product manager/owner
- Loyalty coordinator
- Graphic designer
- Communications and event coordinator
- Fundraising coordinator
- Apparel manager
- Area manager
- Campaign executive
- Case manager
- Recruitment consultant
- People and culture coordinator
- English teacher
- Lecturer.

Further study options

Marketing graduates can progress into a number of postgraduate programmes from honours through to PhD level.

Postgraduate study may facilitate career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate, and advanced research capability.

It is important to determine which, if any, further study will help you in your future career.

For further UC study options visit:

www.canterbury.ac.nz/study/academic-study

How can I gain a sense of career direction?

Understanding yourself and others is important to gain a sense of direction. This grows with experience; therefore, trying new things and reflecting on an ongoing basis is important.

Career planning checklist

Discover and reflect on:

- Your values, interests, strengths, abilities, and aspirations
- Your connection to whānau, people, and places
- Lifestyle preferences and location
- The skills you want to gain, use, or enhance

Engage in a variety of experiences to learn about:

- How you want to contribute to society, the environment, and global challenges
- The tasks, responsibilities and work environments you prefer
- Your work values, priorities and interests

Learn more and gather career and study information

(refer to page one of this resource)

- Speak with people working in careers that interest you; check the realities of a job/career
- Gather information from various sources

Identify your next steps

- Talking to a career consultant can help you to identify your next steps. Visit: www.canterbury.ac.nz/life/jobs-and-careers



What have other students and graduates done?

Explore career stories of students' university experiences and UC alumni who make a difference globally in varied ways.

Visit: www.canterbury.ac.nz/about-uc/why-uc/our-students/student-stories



Rodrigo

Marketing Manager of Castro's

Master of Commerce in Marketing

Bachelor of Commerce in International Business and Marketing

Tell us about your career in Marketing

I graduated from UC in 2018 and started work as a Marketing Coordinator for Muritai Group. At Muritai I worked with many different companies developing marketing plans for them or as part of their marketing department.

What do you enjoy about marketing?

I enjoy seeing a business grow. Being in marketing you're often working in the background but what is seen are the results of your work towards the success of the business. In 2020 I came back to UC as a guest lecturer for the Masters programme to present on hot topics in the field. I'm passionate about my work and keep up to date with industry developments.

What are some of the challenges you face?

Marketing is all about trial and error. Trying tactics out and then finding out they aren't the right ones is challenging but you just have to move on and try something new. The industry often faces challenges convincing businesses that marketing is important to their success.

What advice do you have?

For students I would say, find an internship! Try 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 UC. My advice for graduates would be to never stop learning. Marketing is changing every day and you need to be constantly researching to keep on top of the trends.

What are your career goals?

I am working towards employment in marketing for an international football club. Manchester United is my favourite team but I'll happily work at for any team that shares my beliefs! My qualifications from UC will be recognised globally and I'm looking at also completing a Masters in Football abroad. I know two languages and travel a lot. All of these experiences will help me to achieve my goal!

What else should I know? Where can I seek help?

The value of experiences

Learn what experiences graduates attribute to helping them transition into work:

www.canterbury.ac.nz/life/jobs-and-careers/graduate-destinations

Effective job search strategies

- Speaking with employers is key to finding opportunities; not all jobs are advertised.
- Developing an online presence is useful as employers can approach you online.
- Learning about recruitment patterns and where to find opportunities is important.

Need careers advice?

Career guidance services are available for intending and current students, and recent graduates. Contact:

Te Rōpū Rapuara | Careers

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/life/jobs-and-careers

Need study advice?

Student Advisors help you with any questions you have about starting, planning and changing your studies. Visit:

www.canterbury.ac.nz/study/study-support-info/study-support

• If you are considering UC contact:

The Future Students team

T: 0800 VARSITY (0800 827 748)

E: futurestudents@canterbury.ac.nz

• If you are a current UC student contact:

Kaitoko | First Year Student Advisors

T: +64 3 369 0409

E: firstyearadvice@canterbury.ac.nz

Te Kura Umanga | UC Business School

T: +64 3 369 3888

E: studybusiness@canterbury.ac.nz

www.canterbury.ac.nz/study/academic-study/business

