Careers in Marketing: Pathways, Challenges and Success

In our technologically complex and advanced global business world, selling goods and services has become challenging and multifaceted. Developing marketing campaigns that work and making decisions about where and how to advertise is complex and exciting. Literally everything is marketable; every business, organisation and individual entity needs a marketing strategy. This extends to service organisations, government departments, businesses and boutique operators. Even people looking for work are developing their own personal brand.

Marketers’ expertise includes an ability to analyse and interpret information, be creative, and communicate effectively. You will also need to be a great team worker who is able to engage at different levels of business and technology, as well as an ability to work independently to set goals and complete projects on time.

Engage in your career before you graduate

Given Marketing is such a broad area, there will be a large scope of opportunities in a variety of different settings. However, to be competitive in the workplace it is important to demonstrate your willingness to get involved and engage in your industry area early. Find a niche that you are interested in BEFORE completing your degree. Seeking opportunities to work part-time or casually in sales or marketing is a useful way to explore a number of different roles or industries as a student. Furthermore, when you have actively participated in the field you will be able to talk convincingly to future employers of choice about the skills and expertise you bring as a new graduate.

Other avenues that can help you to find your niche and show employers you are an active contributor include:

- Becoming actively involved in your student club or society and professional association, assisting with promotions or industry events
- Engaging with the Careers and Employment Centre and accessing the Murdoch Careers Portal – Career Connect (www.careerconnect.murdoch.edu.au) to explore resources and insights about the Marketing industry, view relevant job posts and book into career fairs, industry events, careers workshops etc
- Finding out about Work Integrated Learning Opportunities (industry placements) through Murdoch University and/or applying for Internships / Vacation Work etc
- Being a strategic volunteer and link with The Murdoch Volunteering Hub (situated next to the Guild Shop on Bush Court) – a useful resource for ideas on where to gain relevant experience. NOTE: you can also graduate with a “Community and Career Skills Development Transcript”. Contact The Volunteering Hub via email: volunteering@the-guild.com.au or phone: 08 9360 6307
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Careers and industries in Marketing

Marketing graduates essentially promote products and services. This can involve marketing existing products, developing new products to cater for consumer demand, or developing markets for new products or services. Typical areas of work include: public relations and event management, sales and brand/product management, advertising etc. With an increase in technology and the use of digital media there are also opportunities to specialise in social media and internet marketing. Ensure you pick an industry area you are most interested in, whether that be science and technology, hospitality, travel and tourism, transport, health, retail or some other field, as your passion will shine through.

Marketing graduates have secured work or progressed onto roles with the following titles:

- Brand/Product Manager
- Client Strategy Executive
- Communications Officer
- Customer Service/Sales Officer
- Electronic Commerce Manager
- Market Research Analyst
- Marketing Officer/Executive
- Sales & Marketing Manager/Coordinator
- Sales Executive
- Telemarketing Professional

A degree in Marketing can open many different doors. Remember that careers are dynamic – you have to pave your own journey through your experience. Be flexible, thoughtful and adaptable. You have the ability to continuously develop your career by actively engaging in university life networking initiatives and stepping up to opportunity. Choosing Marketing is just the beginning.

Adaptability of your Marketing degree and alternative careers:

Your analytical, research, and great organisational, planning skills, along with your drive, motivation and initiative offers you the chance to move into a number of alternative communication or business roles including: Public Relations, Business Development, Events Management etc. Considering a second major or an additional minor can further diversify your career options.

Marketing graduates have also been successful in securing multi-discipline Graduate Program roles. Graduate Programs are structured professional development programs specifically designed for new graduates. Final year students apply for these positions from March for the following year. Murdoch graduates have previously secured Graduate Officer positions with both Government Departments as well as larger organisations within the retail, hospitality and resources sector, just to name a few.

Useful Links:

Job Guide
www.jobguide.thegoodguides.com.au