

MARKETING

Sending targeted messages to the global market

Are YOU...?

- ✓ enthusiastic and sociable?
- ✓ a good multi-tasker?
- ✓ a great communicator?
- ✓ a good team worker?
- ✓ in tune with the wider public and how they think?
- ✓ a good pitcher?
- ✓ someone who enjoys working to deadlines?
- ✓ social-media savvy?

Do YOU have...?

- ✓ a knack for writing?
- ✓ a business brain?
- ✓ excellent organisational skills?

...then this **COULD BE YOU!**

Learn another **LANGUAGE**
to market your special skills
in this competitive world



How?

Think about:

- ✓ Studying GCSE and A Level Business
- ✓ Combining a Business and Marketing degree with a language to get international experience and a chance to spend time abroad
- ✓ Getting a Chartered Institute of Marketing (CIM) certificate or diploma in marketing, offered at four levels of entry
- ✓ Getting to know social media really well – get a Twitter account and discover how businesses use it to market their products
- ✓ Getting work experience with a marketing firm

Think Languages:

“Marketing to put it simply is the discipline of communicating with your customers or target audiences. Linguists often take up a career in marketing because of their natural inclination to communicate. Being able to speak French and Italian has really been essential for my career in international marketing.”

– Carys Pugh D’Auria, Head of Trade and Investments, *Cardiff and Co*

Want to know more?

Check these out:

Advice on study, training and careers in Marketing –

Check out the Careers Wales website for roles such as Market Research Analyst and Marketing Assistant:

- <https://careerswales.gov.wales/job-information/>
- The Chartered Institute of Marketing (CIM): www.cim.co.uk
- www.prospects.ac.uk/job-profiles/browse-sector/marketing-advertising-and-pr

Advice on the next step –

- www.ucas.com
- www.careerswales.com

Advice on languages –

- www.routesintolanguagescymru.co.uk/
- www.whystudylanguages.ac.uk
- www.europa.eu/languages
- www.hwb.gov.wales/curriculum-for-wales/languages-literacy-and-communication
- www.porth.ac.uk/en/collection/botwm-y-byd
- <https://wales.britishcouncil.org/en>

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