Marketing Career Development and Professional Life Plan

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This article describes my professional career plan and the life plan I have chosen. I plan to continue following my dream by anticipating potential problems, analyzing my progress, and defining preventive actions. The article also describes methods for planning a career and the skills that are necessary to succeed in this field.

Business Dream – Marketing

Marketing involves the promotion of products, services, or ideas, as well as development management and marketing strategies. Public relations is closely connected to planning, research, product development, and participation in an organization. In my experience, this field offers two exciting elements: direct communication with people and the long-term results of business activities.

The responsibilities of managers vary widely depending on the industry, the size of the organization, and the company. A marketing manager may create marketing materials, manage the marketing budget, organize specific areas, judge the effectiveness and optimization of campaigns, conduct market research, deal with the media, and perform other duties.

The basic skills required by managers include communication skills, interpersonal skills, problem-solving, strategic thinking, creativity, attention to detail, and others.

Methods

What do you need, and what do you offer? To determine this, it is important to identify the key elements of the service or career, formalize priorities, understand the required skills, assess existing experience, and identify gaps that need to be filled.

The variety of different kinds of business opportunities makes it necessary to collect information, including information about training and the demands of different roles.

Focus on the available options and develop self-confident plans based on appropriate research.

Plans should identify short-term and long-term goals. Goals should be realistic at the current time,

responsibilities should be prioritized, and progress should be monitored regularly.

Another planning model, the life planning process proposed by Oregon State University (2014), includes several steps:

- Self-awareness – identifying your unique qualities and considering how they fit different types of work.
- Career and life exploration – studying life and career opportunities and considering different options, including starting a business.
- Using information about self-awareness and career options to make decisions and set goals.
- Preparing yourself and bringing together your skills and experience to obtain a job.
- Developing methods for successful work in the workplace and for long-term success.
- Observation, reflection, study, and response to lifestyle, personal, family/social, and career factors.

The Personal Plan Of Life:

The following steps describe my personal life and career plan. Before I begin my dream job as a global senior marketing manager in a multinational company, I need to gain valuable work experience and skills that will help me succeed in this role. These skills include interpersonal skills, communication skills, extensive research skills, creativity, and the ability to influence others. Senior executives need these abilities in order to manage people and perform their responsibilities effectively.

The first step after graduation is to work for a multi-level marketing company such as Discovery Books Free Life, Herbalife, Neway, or Telecom Plus. Several benefits can come from this step:

1. My communication skills will improve. Communication is essential in a multi-level marketing business because products must be explained and sold to customers.
2. I will meet many people. Daily contact with different people will help me learn how to communicate professionally.
3. I will receive useful training. Many global multi-level marketing companies offer their employees free training courses to improve communication and selling skills.
4. I will develop team-management skills. Many multi-level marketing companies allow employees to create their own teams and receive a percentage of the sales made by those teams.

A preventive action for potential problems is to remain focused on my dream job. Financial support from my family may also be important when I first join the company.

Step 2: Working At A Market Research Company.

After working in a multi-level marketing company for two years, I expect to gain experience and

confidence in direct contact with people. The next step will be joining a market-research company such as Mintel or Kantar Group.

This will help me gain an in-depth understanding of market segments, consumer preferences, market research, and the way market information is used. I will try to work in a market-research firm for about a year.

A possible difficulty is that it may be difficult to secure employment because of my lack of formal experience in this area and limited market-research experience.

As a preventive action, I plan to convince employers of the value of my academic research experience and, if necessary, gain additional research experience to improve my knowledge of the market.

Step 3: Working As A Specialist At A Multinational Company

In today's global market, it is important to understand different cultures and the factors that influence decisions to buy a product or service. This knowledge will help me manage a multinational workforce effectively and understand potential customers from different countries. I will try to work in a multinational company for about three years.

A possible difficulty at this stage is finding such a position because opportunities may be limited. Working in multinational marketing would provide knowledge about cultural values and their influence on decision-making processes.

Step 4: Team Management

Communication and interpersonal skills, marketing-research experience, and experience working with people from different cultures will bring me one step closer to my dream: gaining real experience in managing people. Knowing how to improve staff efficiency and team spirit is one of the most important skills that a senior executive should have. I therefore plan to find a position in which I can manage a team of at least ten employees. I expect to work in such a role for about five years.

A possible difficulty at this stage is that I may initially face challenges in management because of my lack of management experience. A marketing manager needs to know how to lead people. A preventive action is to learn and apply effective principles and criteria of management.

Step 5 will be to obtain my desired position as a senior marketing specialist for a global multinational company.

Eleven years after graduation, I expect to have gained the skills and work experience required for my

dream position. The plan may seem ambitious, but eleven years is a reasonable period in which to pursue it.

A potential difficulty may be the size and complexity of the business. A preventive action is to create and work with a strong team to address problems.

Personal development plan

In general, it is necessary to consider three main questions when developing a personal development plan:

1. Where am I now?
2. Where do I want to be?
3. How can I get there?

The personal development plan aims to promote success and equip me with the skills and knowledge necessary at all stages of pursuing my dream. It includes the following:

- Review each new issue of the journal “Marketing Week” to keep up with the latest trends in the market.
- Participate in a Dale Carnegie course on effective communication with people in 2015.
- Participate in a leadership-development course in 2015.
- Participate in a course on cross-cultural awareness in 2017.
- Join a market-research association by 2019.
- Publish articles on different aspects of marketing in journals from 2019 onward.

From this plan, it follows that achieving a satisfying career is not a straight line. I will have to evaluate my choices, consider what I want from life, and determine how to achieve my goals.

References

What is a Career? (2014) Careers and Employment, Queensland University of Technology. Available at: https://www.google.co.uk/imgres?