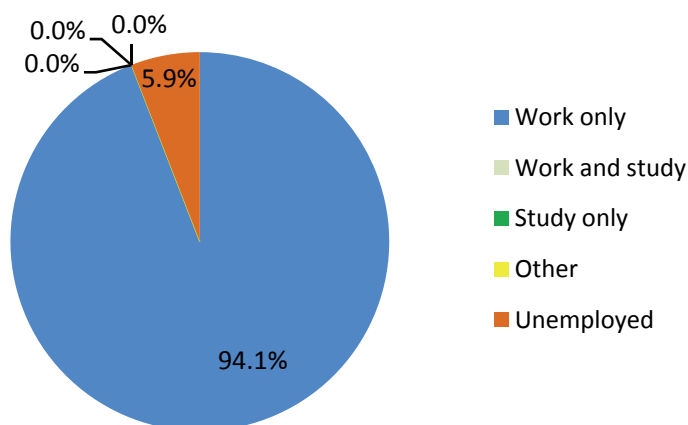


Career destinations

BA (Hons) Marketing with Advertising Management

Percentages of leavers in known destinations (2009)



Examples of employment obtained by leavers (2009)

Job title	Employer
Account Executive	Parachute Marketing
Community coordinator	Business in the community
Group Marketing Executive	Hilton-Baird Financial Solutions
HR Assistant	Dorset County Council
Marketing Assistant	KPMG
Marketing Assistant	Source
Marketing Consultant	Sky
Online Marketing	MKLC

Knowledge and skills

Marketing management combines specialised marketing knowledge with a broad understanding of how businesses function and skills in communication, team work, IT and numeracy. In addition graduates specialise in aspects of advertising for both traditional and digital media.

Professional accreditation

Some of the work undertaken counts toward Chartered Institute of Marketing professional qualifications.

Career opportunities

Employment can be found in advertising agencies, marketing companies and in-house marketing teams and opportunities include consultancy, account management and retail market analysis. This is a competitive field and it is common for graduates to start in more junior positions, such as marketing or advertising assistant, in order to gain experience. The skills and knowledge gained also translate well into areas such as public relations and are valued by virtually all employers.

It is important to take advantage of work experience and networking opportunities as marketing and advertising are popular career choices.