

# Career destinations

## BA (Hons) Marketing with Psychology

### Percentage of leavers in known destinations (2009)

The first students to complete this course will be in 2011; surveys of graduates from this course will therefore begin then.

An insight into the sorts of options available to students at the end of this course can be gained by looking at destinations of leavers from similar courses. Follow the links below to view the destinations of students graduating from:

- BA (Hons) Marketing Management
- BA (Hons) Marketing with Advertising Management

(Applicants interested in a career as Chartered Psychologist may wish to consider the suite of psychology degrees available at Solent University.)

### Knowledge and skills

Graduates combine specialised marketing knowledge with a broad understanding of how businesses function. They can offer the added dimension of having studied relevant aspects of psychology. Skills in communication, team work, IT and numeracy are developed.

### Professional accreditation

As the university is accredited by the Chartered Institute of Marketing some of the work undertaken also counts towards professional qualifications.

### Career opportunities

There are opportunities with in-house marketing teams and marketing agencies/companies including consultants, account managers, retail market analysts and project co-ordinators.

This is a competitive field and it is common for graduates to start in more junior positions such as marketing assistant to gain experience.

Graduates can also choose to apply their marketing and business skills into other areas such as advertising, public relations and sales or more generic graduate traineeships in business.