

What can I do with a degree in Marketing?

Marketing.



Career planning: what do I need to know?

Knowledge of yourself is important for career decision making. Start by looking at your personal goals, abilities, values and interests to explore study and career options that are relevant to you. Some of these may change over time, so it is important to self-reflect and evaluate your career on an ongoing basis.

What do employers look for?

Many employers look for generic skills such as communication, customer-focus, bicultural competence, cultural awareness and teamwork. With technology and globalisation changing the nature of society, skills such as resilience, problem solving and adaptability are valuable at work as well as in life.

How can I develop these skills?

- Some skills are developed through your degree

- Extra-curricular activities can help, for example getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities. Whether it is undertaking an internship, overseas exchange, skills seminar, or joining an industry group — these activities will enhance your employability.

What else should I know?

The career options in this brochure are examples only and the list is not exhaustive. Some careers may require further study beyond a first degree or additional work experience. Some pathways and degrees have a recommended school background. Find more subject details at www.canterbury.ac.nz/business/what-can-i-study/marketing/

If this brochure does not answer your questions, talking to an expert such as a career consultant can help you to identify the next steps in your career decision making journey.

www.canterbury.ac.nz/careers

What is Marketing?

Our continuous exposure to advertising and sales pitches leads us to believe that marketing activities begin only when goods or services have been produced. But that is only the tip of the iceberg. Marketing is concerned with the analysis of customer needs and securing information needed to design and produce goods or services that match buyer expectations.

Research methods, advertising and promotion, merchandising, sales, and management of products and services are utilised in the process, which applies to profit-oriented firms as well as not-for-profit organisations.



AT A GLANCE

\$100k⁺

salaries for experienced Marketing and Sales Managers*

6600

business and marketing professionals are members of the Marketing Association of New Zealand

3.2%

annual growth expected in sales, marketing and public relations jobs by 2023**

What skills have UC graduates gained?

By majoring in Marketing, graduates develop a valuable set of skills that are transferable to a range of careers. These skills include:

- Market analysis skills
- Negotiation skills
- Critical and strategic thinking
- Interpretive and analytical thinking
- Research design and data collection skills
- Problem solving skills
- Logical and quantitative thinking
- Practical application of knowledge
- Public speaking.

Opportunities to apply your learning outside the classroom are available in this major through applied projects, competitions, and international study tours. These experiences deepen your skillset, awareness of others, working knowledge, and employability.

Where have UC graduates been employed?

Marketing graduates work in almost any sector due to the skills they offer. Many organisations place a high value on people who have advanced business and communication skills.

UC graduates have been employed in :

- Advertising, marketing and PR agencies e.g., DDB New Zealand, Ogilvy & Mather, Harvey Cameron, New Zealand Media and Entertainment
- Banking, finance and insurance institutions e.g., ASB, Westpac, Deloitte, IAG
- Computer and software industries e.g., Hewlett Packard, Jade Software, Shuttlecock
- Retail e.g., Progressive Enterprises, The Warehouse, Stirling Sports, Farmers, Tesco
- Agricultural sectors e.g., Synlait, Farmlands
- Travel and tourism e.g., Hertz, Christchurch International Airport, Destination Wairarapa, Virgin Australia, Intercontinental Hotels Group
- Healthcare e.g., Ryman Healthcare, Fisher & Paykel Healthcare
- Not-for-profits e.g., New Zealand Cancer Society
- Educational institutions e.g., Ara Institute, UC Centre for Entrepreneurship
- Private companies in market research, legal, telecommunications, technology, household goods, real estate, leisure, and fashion sectors
- Organisations in other countries e.g., Australia, China, Canada, Scotland, the United Kingdom.

* Careersnz

** Statistics NZ Census and MBIE projections

What jobs and activities do graduates do?

Graduates with this degree are employed in a range of jobs – see some examples below.

Note: Some of the jobs listed may require postgraduate study. See the 'Further study' section.

Marketing officer / manager

- Collects and analyses market insight
- Prepares and implements marketing plans
- Works with others to promote goods or services

Marketing assistant

- Assists in implementing the marketing plan
- Coordinates and produces promotions/collateral
- Liaises with groups e.g., via events, social media

Digital marketing executive, digital content advisor

- Develops a brand's communications strategy and online presence
- Increases web traffic and digital engagement
- Oversees digital marketing and online search

Business development executive, sales coordinator, account manager

- Identifies and develops new markets or business
- Manages client relationships
- Implements sales and marketing strategies

Communications advisor / executive

- Develops information, media and communication strategies
- Researches, writes, edits and produces content

Market / business analyst

- Evaluates an organisation's marketing and business requirements
- Analyses the competition, audiences, and prices
- Recommends strategies to increase profit

Brand manager / executive

- Creates branding for new products or services
- Upholds corporate brand profile eg, advertising
- Researches consumer markets and interests

Event manager

- Develops and plans concepts for events
- Manages the event budget
- Promotes and implements an event

Public relations officer, media assistant

- Manages a client's reputation
- Reputation management
- Organises and manages events

Entrepreneur and CEO

Entrepreneurship and innovation are an increasing part of the working landscape. Through generating a business idea, or getting involved in a start-up/business venture, you have the potential to create a work opportunity that aligns with your knowledge, skills, values and risk profile. To get started on how to establish, run and grow a new business, go to Te Pokapū Rakahinonga, Centre for Entrepreneurship at the University of Canterbury
www.canterbury.ac.nz/uce

What professional organisations can I engage with?

Connecting with professional bodies and organisations can help you to establish professional networks and learn more about different career options in your area of interest. Gaining valuable insight into a profession can assist in making informed career decisions.

- Marketing Association
www.marketing.org.nz
- Association of New Zealand Advertisers
www.anza.co.nz
- Commercial Communications Council
www.commscouncil.nz
- New Zealand Institute of Sales
www.instituteofsales.co.nz
- Te Pūtahi Whakakakau Tūmatanui o Aotearoa Public Relations Institute of New Zealand
www.prinz.org.nz
- Research Association New Zealand
www.researchassociation.org.nz

Having a professional presence on social media networks such as www.linkedin.com and Facebook can help you to keep up to date with important industry developments and trends, networking opportunities, events and job vacancies. Following relevant professional bodies, organisations, companies and thought leaders is a great way to gain a deeper awareness of the industries that interest you. Social media presents an opportunity to build and enhance networks as well as to display your involvement in projects and any academic successes.

Why do further study and what are my options?

Postgraduate study can facilitate career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate, and advanced research capability. It is important to determine which, if any, further study will help you in your future career.

Marketing graduates can progress into a number of postgraduate programmes from honours through to PhD level. UC offers masters qualifications including the Master of Commerce and Master of Business Management.

www.canterbury.ac.nz/courses



Useful links

Te Rōpū Rapuara UC Careers
www.canterbury.ac.nz/careers

Careers New Zealand
www.careers.govt.nz

Te Pokapū Rakahinonga Centre for Entrepreneurship at the University of Canterbury
www.canterbury.ac.nz/uce

Rodrigo



Bachelor of Commerce in International Business and Marketing
Master of Commerce in Marketing
Marketing Manager of Castro's

Tell us about your career in Marketing

I graduated from UC in 2018 and started work as a Marketing Coordinator for Muritai Group. Now I've taken the next step in my career and am working as the marketing manager for Castro's. At Muritai I worked with many different companies developing marketing plans for them

or as part of their marketing department. At Castro's I get to develop my skills at a deeper level as I work for one business and get to know what's at the core of them and be involved at a personal level. I am the first marketing person for the business so I'm really starting from scratch and developing a strategy from the ground up. It's exciting!

What do you enjoy about marketing?

I enjoy seeing a business grow. Being in marketing you're often working in the background but what is seen are the results of your work towards the success of the business. In 2020 I came back to UC as a guest lecturer for the Masters programme to present on hot topics in the field. I'm passionate about my work and keep up to date with industry developments.

What are some of the challenges you face?

Marketing is all about trial and error. Trying tactics out and then finding out they aren't the right ones is challenging but you just have to move on and try something new. The industry often faces challenges convincing businesses that marketing is important to their success.

What advice do you have?

For students I would say, find an internship! Try to open up opportunities for yourself so you

have experience and are work ready by the time you graduate. Contact businesses directly even if they aren't advertising an internship! Someone will take you. That's what I did and ended up interning for the International Relationships Department at UC. My advice for graduates would be to never stop learning. Marketing is changing every day and you need to be constantly researching to keep on top of the trends.

What are your career goals?

I am working towards employment in marketing for an international football club. Manchester United is my favourite team but I'll happily work at for any team that shares my beliefs! My qualifications from UC will be recognised globally and I'm looking at also completing a Masters in Football abroad. I know two languages and travel a lot. All of these experiences will help me to achieve my goal!

Read more online

Read Rodrigo's full story about his university experience online. UC alumni like Rodrigo make a difference in varied ways around the globe. To find out where Marketing graduates are now visit www.canterbury.ac.nz/student-profiles

The information in this brochure was correct at the time of print but is subject to change.

More information

UC students seeking study advice.

Department of Management, Marketing and Entrepreneurship

The Department is one of the leading business departments in Aotearoa New Zealand. The variety of subject areas allows for an interdisciplinary approach to business education. Our expert staff teach courses dealing with the fundamental ideas of a subject area — our aim is to give students the concepts which they can apply in different situations and industries.

T: +64 3 369 3888

E: studybusiness@canterbury.ac.nz

www.canterbury.ac.nz/business/departments/

Anyone seeking careers advice.

Te Rōpū Rapuara | UC Careers

UC offers intending and current students and recent graduates a wide range of services, including individual career guidance, seminars, career resources and student and graduate employment opportunities.

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/careers

Prospective students seeking study advice.

Te Rōpū Takawaenga | Student Liaison

Student Liaison provides intending students with information about the university system in general and the courses, qualifications, support and facilities available at UC.

Ōtautahi | Christchurch

T: 0800 VARSITY (0800 827 748)

E: liaison@canterbury.ac.nz

Tāmaki Makaurau | Auckland

T: 0800 UCAUCK

E: auckland@canterbury.ac.nz

Te Whanganui-a-Tara | Wellington

T: 0800 VARSITY (0800 827 748)

E: wellington@canterbury.ac.nz

www.canterbury.ac.nz/liaison

