

Subject Areas: PSHE, Maths, English, ICT, Business Studies

Careers Education

Discussion Topics

- The difference between Marketing & Public Relations
- Writing a press release
- How are Events used to raise brand awareness?
- What is Digital Marketing?
- How is Print used in Marketing and PR?

Clips

- All clips
- Communications Executive
- PR Assistant
- Marketing Co-ordinator
- Portfolio Manager
- Digital Marketing Specialist
- Marketing Co-ordinator
- Marketing Brand Executive
- Communications Executive

Functional Skills Activity

- Watch the interviews
- In pairs, students identify the key skills that are essential for each case study
- Discuss as a class

Useful links

The Chartered Institute of Marketing:

www.cim.co.uk

The Chartered Institute of Public Relations:

www.cipr.co.uk

National Curriculum Level Key Concepts

Core Subject

Maths 1.1 Competence

“Applying suitable mathematics accurately within the classroom and beyond.”

English 2.3 Writing Composition

“consider what the reader needs to know and include relevant details.”
“use formal and impersonal language and concise expression.”

ICT 1.2 Communication and collaboration

“Exploring the ways that ICT can be used to communicate, collaborate and share ideas on a global scale, allowing people to work together in new ways and changing the way in which knowledge is created.”

Clips

- Digital Marketing Specialist
- Marketing Portfolio Manager
- Communications Executive
- PR Assistant
- Marketing Co-ordinator
- Digital Marketing Specialist

Marketing Executive (Renamed: Marketing and Sales Co-ordinator) [M109]

Laura (25) works for Bristol International Airport. She discusses creating marketing plans for airlines and tour operators and generating brand awareness. Occasionally she takes tour operators and travel agents on promotional trips overseas. She is responsible for organising events and managing the in-house website. 4' 20"

Further information

Laura's employer:
www.bristolairport.co.uk

Chartered Institute of Marketing:
www.cim.co.uk

Laura's Qualifications

Degree:
BSC (Hons) Hospitality and Tourism
Management

Skills suited to this role

Confident
Creative
Nurate
Outgoing

Digital Marketing Specialist [M113]

Aman (24) works in brand communications at Panasonic and is responsible for their UK website and on-line shop. He left school after GCSEs, did two apprenticeships and has a degree in business management. He is now on a management training course which involves travel to Panasonic HQ's around the world. He talks about his work on a viral game, liaising with advertising agencies, brand managers and the public. 5' 53"

Further information

Aman's employer:
www.panasonic.co.uk

British Interactive Media Association:
www.bima.co.uk

Aman's Qualifications

Two apprenticeships

Degree:
BA Hons Business Management

Skills suited to this role

Dynamic
Creative
Computer Literate

Marketing Brand Portfolio Manager [M026]

Dan (27) looks after a section of a large mail order catalogue. He is responsible for selecting new products to go in the catalogue and taking out products that are performing badly. His time is divided between meeting suppliers and customers, visiting trade shows and work in the office. He takes care of the pricing and promotions for his section of the catalogue, and decides how products should be placed in the page layout. 4' 31"

Further information

Dan's employer:
www.theconsortium.co.uk

Dan's Qualifications

Degree:
Business Studies

Skills suited to this role

Confident
Nurate

MARKETING COMMUNICATIONS ASSISTANT [M020]

Anthony (28) is part of the internal communications team for Virgin Mobile. He keeps Customer Service Advisers (CSAs) informed about new products and special offers. He also works on the weekly newsletter that goes to all office staff. He decides what items should be included in each issue and, if necessary, rewrites them so they fit the brand style. 3'12"

Further information

Anthony's employer:
www.virginmobile.com

Anthony's Qualifications

A Levels: IT, English and PE

Degree: Computer Science

Skills suited to this role

Good written communication skills
Flexible
Hard-working
IT literate

COMMUNICATIONS EXECUTIVE [M050]

Jen (28) works for a large magazine publishing company and it is her job to persuade external publications, websites and media to write and talk about stories appearing in her company's publications. To do this she needs to think creatively, identify appropriate media contacts and write effective press releases. She also needs excellent communication skills. She talks about proactive and reactive PR and gives examples of what is meant by these terms. 4'35"

Further information

Jen's employer:
www.futureplc.com

The Publishers Association:
www.publishers.org.uk

Jen's Qualifications

Degree: BA English

Skills suited to this role

Professional
Creative
Good oral and written communication skills

PR ASSISTANT (Renamed: PR and Marketing Assistant) [M087]

Alicia (23) works for a PR company that promotes hair and beauty products and services. Her time is split between office-based work, researching and writing press releases, visiting clients, organising launch events and entertaining the press. Sometimes her days are very long but she enjoys the perks. One day she would like to work on a magazine. 5'59"

Further information

Alicia's employer:
www.urbanretreat.co.uk

Alicia's Qualifications

Degree:
Business Management and Law

Skills suited to this role

Writing skills
Outgoing
Organised

MARKETING BRAND EXECUTIVE [M126]

Karen (26) works for a fashion footwear manufacturer and retailer. She started as a temp within Duo's customer service team and moved into the marketing department as an assistant. She is now Brand Executive. She talks about the variety of work in this role and how she enjoys being creative. She is responsible for anything that contributes to the overall feel of the brand, including the website, shop displays and catalogues. 4'31

Further information

Karen's employer
www.duoboots.com

Retail careers advice:
www.retailchoice.com

Karen's Qualifications

A Levels: Art, Theatre Studies and Biology

Foundation Degree: Art

Degree:
Theatre Studies and Art

Skills suited to this role

Creative
Good Communicator
Enthusiastic

Careers4u.tv is a completely independent careers library featuring interviews with young employees, apprentices and entrepreneurs who have been filmed within their workplace.

Other DVD titles are available:

Looking Ahead Series (14 DVDs)

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Enjoying Work Series (4 DVDs)

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Careers in Science, Technology, Engineering and Mathematics

This DVD contains interviews within a range of industries and aims to inspire students to study the four STEM subjects.

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www.Careers4u.tv