

Jobs in the marketing industry



To complement teaching of marketing:

AQA— Topic 5

OCR— Topic 2

Edexcel— 1.4.3, 2.2

Suggested activities for subject teachers—each would take approx. 15—20 mins.

1. Discuss jobs in the marketing industry and show video of [Day in the life of a Marketing Manager](#)

Students could be given time to research different jobs & careers related to business

2. Discuss university degree courses linked to marketing and show video of [Sam Brill - My placement at Microsoft Xbox](#)

Students could be given time to research different courses related to business

3. Discuss [apprenticeships](#) in the marketing industry that include digital marketing & marketing manager. Explain that there are different levels of apprenticeship & that higher apprenticeships end up leading to a similar level qualification to a university degree. Students could be given time to research different levels of apprenticeships.

4. For higher level students you can introduce the idea of [MOOCs](#) (free, online courses) that can help a student decide if studying a higher level course is suitable. There are many different topics to choose from:

e.g. [Social Change: How can marketing help?](#) - developed by Griffith University, Australia

5. Introduce the students to TED talks as these will help the students to decide if learning about marketing at university is something they would like to pursue. There are many relevant talks on marketing.

E.g. [What brands can learn from online dating](#)—by Sarah Willersdorf

Homework Activity: Students could spend more time researching jobs / courses related to business by using [Careerpilot](#) and feedback next lesson any that they are interested in.

For more information on careers linked to business go to:

<https://www.careerpilot.org.uk/job-sectors/subject/business-studies>