

KNOW THE CAREER WORLD

MARKETING, SALES AND SERVICE CAREERS

By Dr Charles Mugaviri

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Purposeful Career Planning

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DEDICATION

I dedicate this book to the millions of teenagers in and from the African continent. May your lives be consumed by a deep desire to build leadership legacies that will unlock Africa's potential and greatness. Africa is too rich to be poor. You were born for a purpose. You were born to leave Africa a better continent than you found it. Don't disappoint and don't settle for less.

Acknowledgements

No task of this magnitude can ever be achieved without divine wisdom and knowledge. I would like to first and foremost acknowledge the LORD Almighty for granting me the love to inspire and empower my generation.

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I would like to also acknowledge the inspiration and motivation that I have received over the years from the legacy building individuals that I have worked with in the Church community, at the University of Zimbabwe and at LASOF Leadership Institute. Our journey together of inspiring and empowering thousands of learners to make purposeful career choices and become character based leaders ignited the desire and vision for this career guidance series.

Each learner, parent, school, company, government department, Church or NGO who came through our career and leadership programs in Zimbabwe and the wider African region has inspired us to continue the journey and they deserve special acknowledgement. You each made me believe this was a worthwhile cause.

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Introduction

The career world is diverse and dynamic. Before you make a career choice, it is important that you have an appreciation of the width and depth of the career world in terms of options that are available.

A career is a chosen pursuit, a profession or occupation requiring special training, followed as one's lifework. It is a path or course one chooses to follow to earn a living. It is the progression of one's working life or one's professional achievements, for instance a soldier or a teacher. A career is a course of successive situations that make up a person's occupation. A career is therefore doing what one does as a permanent occupation.

The term career is derived from the Latin word *carrera*, which means race. The verb was first attested in 1594 from the notion of a horse "passing a career" on the jousting field. A career is usually considered to pertain to remunerative work and formal education. One can have a sporting career or a musical career without being a professional athlete or musician, but most frequently "career" in the 20th century referenced the series of jobs or positions by which one earned one's money.

Career Cluster is a broad group of related career majors within an occupational interest area. They represent groupings of occupations and industries based on shared traits. There are sixteen (16) career clusters that cover all occupations.

This book focuses on the Agriculture, Food and Natural Resources career cluster.

Perspectives on career planning

One of the most important choices you have to make in your life time is selecting a career. This choice has far reaching implications and it has to be an informed choice. The quality of information you have determines the quality of decisions you make. This book is a tool designed to empower you to make an informed career choice that you won't regret in the future. In this introduction, we are going to share some perspectives that you need to take into account as you make use of this book.

Purpose perspective to career planning

Take a moment and think of the best footballer in your nation. Think also about your favourite local musician. Can you imagine the two of them switching places? How do you think the footballer would perform on the music stage and the musician in the football field?

We were all created and designed to fulfil a specific purpose in life. None of us was created to do everything. You have a life purpose that will bring out your best. That purpose is your life assignment. You need to choose a career that is aligned to that assignment. In fact your career should be an expression of that assignment. The platforms for expressing your purpose may vary from one season to another but the assignment itself does not change. Its expressions may also change but your purpose will remain a constant factor in life.

Many professionals today are not fulfilled and satisfied with their careers mainly because of a lack of purpose perspective in the manner they selected their careers. Your career should be an expression of who you are and it must be an opportunity for you to utilize your gifts, talents, passions and other latent abilities. This is why you must first know yourself well before you make your career choice. This question of self-knowledge is fully addressed in the book "Know Yourself: A Foundation for Career and Character Development" which is the first book in the Career Education series.

Dynamic perspective to career planning

You also need to appreciate the career world is so dynamic and ever changing. Did you know for example, that the top ten jobs in the world in 2010 did not exist in 2004? You need to be aware that some of the jobs that are on demand today may not be relevant in the future. Can you imagine what is happening to someone who invested all their time in developing a career that has to do with manufacturing or repairing manual type writers?

The dynamism of the career world means you need to be prepared to continuously develop new knowledge and skills that are relevant to the ever changing career world. Multi skilling is also important as you will have to adapt to the changing socio economic and political environment.

Please note the career listing in this book is not exhaustive. There are other careers that are not mentioned in this book under this career cluster. The ones listed here are only samples.

Local perspective to career planning

When making a career choice, invest effort in developing an understanding of the economic environment in your country as it has a direct bearing on the labour markets. You don't want to spend years developing knowledge and skills in an area where there are limited or no employment prospects. You need to have some insights in terms of employment trends in your local job market.

For example, a country like Zimbabwe did not have diamond mining until a few years ago. Today, however, diamond mining is redefining the economic terrain in ways that have far reaching implications in terms of new career opportunities. Diamond cutting, for example, is a new career pathway that had never been explored before but that is becoming a major area of employment opportunity as Zimbabwe has the fourth largest diamond deposits in the world. We have other examples of countries in countries that have discovered oil deposits like Ghana. Such developments have far reaching economic implications that are reflected in new career opportunities.

Global perspective to career planning

We encourage all learning to also develop knowledge and an appreciation of regional and global economic and employment trends. There is a lot of migration of skills across nations and continents. Developments in other parts of the world will have some bearing on developments in your nation as well. It is wise to have a global perspective even when you are deciding to pursue your career locally.

In this book, we have looked at the Career world from both an African and global perspective. There will be many careers you may see that you have not heard about before. Some of them may be in your country but you have not been aware of it. Other listed careers may not be found in your country. This broad view should help you to appreciate local, regional and global trends in terms of the career world.

Entrepreneurial perspective to career planning

The rate of unemployment has been growing across the nations of Africa and the world. There is need to rethink the traditional approach to career planning and employment. It is important to observe that in most African nations the informal or Small to Medium Enterprises (SMEs) sector is growing rapidly. Many people are creating jobs for themselves and others instead of seeking and waiting for non-existent employment opportunities.

As you plan your career, you need an entrepreneurial perspective where you see yourself as a prospective employer not just an employee.

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Marketing, Sales and Service Career Pathways and Sample Careers

Focus: Planning, managing, and performing marketing activities to reach organizational objectives.

Cluster Summary: Careers in the Marketing, Sales & Service cluster sell products or services. People in these occupations may work in an office or spend time travelling as they sell the products made by the company for which they work. They will sometimes have to do research and figure out what people want to buy or how much they would be willing to pay for a product. You can be a sales executive, store manager, advertising manager or customer service representative and be in this career cluster.

Career Pathways	Sample Careers
Marketing Management	<ul style="list-style-type: none"> •Entrepreneurs •Owners •Small Business Owners •Chief Executive Officers •Principals •Partners •Proprietors •Franchisees Independent X’s (e.g., distributor) •Customer Service Representatives •Administrative Support Representatives (e.g., human resources, clerical, finance, technical)
Professional Sales	<ul style="list-style-type: none"> •Inbound Call Managers •Channel Sales Managers •Regional Sales Managers •Client Relationship Managers •Business Development Managers •Territory Representatives or Managers •Key Account Managers •National Account Managers •Account Executives •Sales Engineers •Sales Executives •Technical Sales Specialists •Retail Sales Specialists (big ticket) •Outside Sales Representatives •Industrial Sales Representatives •Manufacturer’s Representatives •Salespersons •Field Marketing Representatives •Brokers •Agents •Field Representatives •Solutions Advisors •Sales or Marketing Associates •Telemarketers or Inside Sales Representatives •Customer Service Representatives •Administrative Support Representatives (e.g., human resources, clerical, finance, technical)
Merchandising	<ul style="list-style-type: none"> •Store Managers •Retail Marketing Coordinators •Merchandising Managers •Merchandise Buyers •Operations Managers •Visual Merchandise Managers •Sales Managers •Department Managers •Sales Associates •Customer Service Representatives •Clerks (e.g., stock, receiving, etc.) •Administrative Support Representatives (e.g., human resources, clerical, finance, technical)

<p>Marketing Communications</p>	<ul style="list-style-type: none"> •Advertising Managers •Public Relations Managers •Public Information Directors •Sales Promotion Managers •Co-op Managers •Trade Show Managers •Circulation Managers •Promotions Managers •Art or Graphics Directors •Creative Directors •Account Executives •Account Supervisors •Sales Representatives •Marketing Associates •Media Buyers and Planners •Interactive Media Specialists •Analysts •Contract Administrators •Copywriters •Research Specialists •Research Assistants •Customer Service Representatives •Administrative Support Representatives (e.g., human resources, clerical, finance, technical)
<p>Marketing Research</p>	<ul style="list-style-type: none"> •Database Managers •Research Specialists or Managers •Brand Managers •Marketing Services Managers •Customer Satisfaction Managers •Research Project Managers •Forecasting Managers •Strategic Planners, Marketing •Product Planners •Planning Analysts •Directors of Market Development •Database Analysts •Analysts •Research Associates •Frequency Marketing Specialists •Knowledge Management Specialists •Interviewers •Customer Service Representatives •Administrative Support Representatives (e.g., human resources, clerical, finance, technical)

Career 1: Advertising

The purpose of advertising is to communicate the benefits of a product or service, that is, to make it known to the general public, or to a specific section of the public. In this way people are made aware of choices available to them as consumers.

If you are not one for dull routine work, you will not find a more stimulating and rewarding career than advertising. In this fast-changing world, advertising opens up several dynamic career path opportunities, in which no two days are ever the same.

There are three parties concerned in advertising, namely: the client, usually from the production industry or a commercial firm, who wishes to advertise its product/s or service/s; the advertising agency that launches the advertising campaign on behalf of its client; and thirdly, the media (the press, radio, television, cinema, internet), in which the advertisements appear.

In an advertising agency the personnel that attend to the "advertising account" of the client, are as follows:

Client Service: The client service team forms the link between the agency and the client. Depending on the size of the agency and the size of the account, this could be done by one person or by many people. The contact person is usually called an Accounts Executive. It is their important duty to present or "sell" the agency's advertising campaign to the client, to explain in detail to the client the advantages of a proposed campaign, and make any necessary changes, because the agency must execute the wishes of the client. An Accounts Executive must be familiar with the client's products, selling techniques, markets, their competitors and advertising policies, in order to be effective, for example, in explaining the advantages of a proposed campaign.

Media Management: This department may consist only of a Media Manager who would cover a wide field, but in bigger agencies Media Planner/s and Media Buyer/s would assist the Media Manager. Media Managers must be conversant with the various types of advertising, namely, through the daily and periodical press, television, radio, bus and bus shelter advertising, pamphlets, Internet and many more.

Media Planners organize and purchase Advertising space on television, radio, in magazines, newspapers or on outdoor advertising. They liaise between clients and the sellers of advertising space to ensure that the advertising campaign reaches the correct target market or audience at the most economical cost, while providing the best possible coverage and reach.

Copy-writing: Copywriters create the words in the advertisements, this can include writing the basic text of an advertisement, finding a catch phrase or coming up with a jingle. While a basic ability to write is a fundamental requirement, copy-writing ability is not always inborn. Hard work and good training by skilled copywriters produce good copy.

Art Direction and Graphic Design: An Art Director heads the creative team and is responsible for all the visual execution. Art Directors design the illustrations and lettering of advertisements and must therefore constantly have new original ideas and ingenuity.

When a 'brief' is received, the Art Director and Copywriter work jointly on the basic concept or idea. Most Art Directors at advertising agencies have been trained in commercial art and have learnt how to combine elements of an advertisement for easy reading, to get the attention of and to appeal to the reader.

Graphic Designers in an advertising agency are usually responsible for executing the Art Director's ideas on paper, designing logos, corporate identities, packaging and label design, editorial or magazine design and layout. Computer knowledge is essential. Both Art Directors and Graphic Designers should possess some knowledge of the various production processes.

Marketing Research: Marketing research allows for the understanding of consumers' attitudes, perceptions and behaviour. Research departments differ from agency to agency. In some instances the department actually conducts surveys through its own field force, but more frequently a Market Researcher's activities include: arranging for the testing of concepts and advertisements that the agency is producing; consulting clients and other agency personnel on research requirements; briefing research institutions on research products and then implementing, overseeing and reporting on the final study; analyzing and interpreting research data and reports; conducting desk or secondary research from existing sources in the development of advertising plans.

Advertising people usually work indoors, in well-lit offices and studios and sometimes hold meetings in clients' offices. Therefore, at least some travelling is involved with some of these careers.

Some fulfilling and satisfying aspects of this career

- making prospective consumers aware of certain products
- working in a creative atmosphere
- success of advertising campaigns

Some demanding and challenging aspects of this career

- hard work and sometimes long hours

- working in a team with sometimes difficult, artistic temperaments

Purpose Orientation

Accounts Executive should:

- have initiative
- maintain pleasant relations with all contacts within and outside the agency
- know how to satisfy the agency's clients
- be very alert as to developments in the advertising field

Media Manager should:

- have ingenuity
- be able to think dynamically
- be sensitive to economic considerations, not only of clients, but also as to the general economy of the country
- be able to work with figures in a creative environment

Copywriter:

- have an appropriate writing or journalistic-type background
- able to solve problems
- able to work with different styles of music

Art Director and Graphic Artist:

- have had some artistic (drawing) experience
- be adaptable and able to visualize selling different kinds of products graphically

Market Researcher:

- have natural curiosity
- be attentive to detail
- have an ability to be objective
- be both numerate and literate
- have excellent communication skills

School Subjects

Advanced Level Certificate meeting diploma and degree requirements for a degree course

Each University and College will have its own minimum entry requirements.

Compulsory Subjects: depends on course

Training

Computers are being used more and more in advertising agencies, for example for media planning and graphic design work, thus in many cases computer skills are now becoming a pre-requisite.

Accounts Executives usually have at least a B. degree in Art, Psychology and/or Economics and Marketing.

Market Researchers often have B. degrees in Marketing, Economics and/or Sociology and some universities offer degrees majoring in Market Research.

Art Directors and Artists can qualify with a BA degree in Fine Art.

Copywriters sometimes have a B. degree majoring in Journalism or Communication Studies or a B Journalism.

Practical training is obtained with an advertising agency or similar organization.

Employer

- advertising agencies
- in-house marketing departments of large firms
- production companies
- design studios
- research companies
- media owners, i.e. radio stations, newspapers, etc.
- self-employment - if you have the necessary knowledge and experience, you can start your own advertising agency

Career 2: Advertising Accounts Executives

Advertising accounts executives are involved in devising and coordinating advertising campaigns, which are created to inform consumers of the merits of purchasing particular products or services.

Advertising accounts executives may carry out the following tasks: discuss with clients and other sources the products to be advertised and obtain relevant information from clients, such as product and company details, budget and marketing goals and marketing research; brief other specialists in the agency (such as creative team media planners and researchers) on client requirements, to develop the details of a campaign; present draft campaign suggestions to clients along with a summary of the expenditure involved and negotiate and arrange for modifications if required; supervise and coordinate the work of the relevant production departments so that the campaign is developed as planned to meet deadlines and budget requirements; liaise with the client throughout the project and deal with problems as they arise; and assist the client with marketing strategies.

Advertising accounts executives usually work as part of a team. They work in close consultation with their clients. Their work is usually carried out under pressure created by the need to compete for clients' accounts and meet their requirements within strict deadlines.

Work is usually confined to metropolitan areas, as the advertising and promotions industry must have direct access to the major business districts, associated industry groups and media.

Some fulfilling and satisfying aspects of this career

- dealing with people
- using your imagination and creativity
- a certain amount of glamour

Some demanding and challenging aspects of this career

- working long and sometimes unsociable hours
- dealing with difficult and demanding clients
- trying to meet deadlines, working with the advertising agency's team members

Purpose Orientation

- creative ability
- imagination
- very good people and communication skills
- organizational ability

- ability to work under pressure
- analytical skills
- be very alert as to developments in the advertising field

School Subjects

Advanced Level Certificate meeting diploma degree requirements for a degree course

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: Depend on course

Recommended Subjects: Accounting, Economics, Mathematics

Training

Degree: Accounts executives usually have at least a Bdegree in Art, Psychology and/or Economics and Marketing

Employer

- advertising agencies
- in-house marketing departments of large firms
- production companies
- design studios
- research companies
- media owners, i.e. radio stations, newspapers, etc.
- self-employment - if you have the necessary knowledge and experience, you can start your own advertising agency

Career 3: Copywriter

Copywriters use their creative writing skills to persuade a defined target consumer to buy an advertised product.

A copywriter writes advertisements and scripts for TV, film and radio commercials and thinks up ideas for complete advertising campaigns in all media. They gather information about the product or service and its potential customers.

Once the objectives of a particular assignment have been determined, the copy-writer and the art director team up to think out and design a campaign and decide how best the campaign objectives can be achieved by communicating this particular campaign persuasively to the target market. They may consult other advertising agency specialists and the client.

The copywriter also writes all types of promotional or informational booklets, sales promotional materials or merchandising campaign materials.

Some fulfilling and satisfying aspects of this career

- making prospective consumers aware of certain products
- working in a creative atmosphere
- success of advertising campaigns

Some demanding and challenging aspects of this career

- hard work and sometimes long hours
- working in a team with sometimes difficult, artistic temperaments

Purpose Orientation

A copywriter should:

- be creative and imaginative
- be a clear and logical thinker
- be able to communicate ideas in writing and in speech
- be willing to work with and test new and unusual ideas
- be able to work under deadline pressures
- be willing to accept criticism

School Subjects

Advanced Level Certificate meeting degree requirements for a degree course

Ordinary Level Certificate meeting diploma requirements for a diploma course

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: None

Recommended Subjects: Languages

Training

Degree: A BA degree majoring in Languages, Psychology, Sociology or Communication is useful, especially when it comes to research. Marketing experience is not expected, but copy-writers should have a clear understanding of the basic elements involved. Any degree or other qualification (diploma or a certificate) in Communications or Journalism can be recommended.

Training is also offered by various private advertising schools.

Employer

- Advertising agencies
- Advertisers such as department stores
- The media (radio, television, newspapers and magazines)
- Professional and trade organisations

Career 4: Customer Service Agent

Customer services agents look after the interests of all customers in their interactions and dealings with the business. Their main objective is to assist customers and make their experience a positive one.

An airline customer services agent:

- books passengers onto flights;
- checks documents and health certificates;
- issues travel tickets;
- weighs baggage;
- issues baggage receipts and levies charges on overweight baggage;
- removes flight coupons from travel tickets and attaches them to the passenger list;
- issues boarding passes;
- assists in arranging return flights;
- ensures that passengers receive messages;
- acts as announcer.

Some airports offer a 24-hour service and the customer services agent is expected to work shifts.

Some fulfilling and satisfying aspects of this career

- dealing with many different, sometimes interesting people
- usually pleasant working environment
- helping to resolve customers' travel problems

Some demanding and challenging aspects of this career

- working irregular hours, shifts, weekends etc.
- over-demanding, difficult customers
- always being pleasant and helpful while on duty
- ensuring that booking details are always accurate

Purpose Orientation

A customer services agent should:

- get along well with people;
- be friendly and spontaneous;
- be thorough, precise and responsible;
- have a well-groomed appearance;
- have good communication skills.

School Subjects

Advanced School Certificate.

Compulsory Subjects: English

Recommended Subjects: African Languages, Geography, Tourism

Training

See Cabin Attendant and Travel Agent for travel related careers. Large organizations, departmental stores, etc, may provide in-service training.

Employer

- many organizations that deal with the public, eg. Airlines and departmental stores

Career 5: Event Manager

Event and conference management is a glamorous and exciting profession, which demands a lot of hard work and dynamism. As the name suggests, it means conceptualising, planning, organizing and finally, executing an event.

The event could be of any type - musical show, concert, exhibition, wedding, fund-raising, product launching etc. This industry is still young but has great potential for expansion. It offers enormous scope for ambitious young people. Event management is very closely related to advertising and marketing. Events can be thought of as another means of advertising and brand building.

To make an event successful, an in-depth understanding of the product or brand is needed and that it is then planned accordingly. The execution of the event is a process of presenting a small idea in a whole new way. The presentation is what matters, to make the look and feel of the event a wonderful experience for the audience.

Event management can be described as "logistics management", as it involves orchestrating services and supplies - both the client's own and those of auxiliary industries. While planning an event, a host of technical details have to be considered in great detail to make up the final spectacle. Lights, sounds and special effects lend to the ambience and give it an almost palpable personality.

A visually appealing aura is necessary, even in the case of corporate events such as conferences, seminars, product promotions etc., though commercial events literally 'thrive' on providing their audiences with visual delights and glittering gimmicks.

Another important component is design value, where a special logo is created for the event and the décor is customised. Sometimes, a lot of care is taken to painstakingly design all the furnishings that are required in order to give the event that little edge. In short, design value is ascribed to all the physical elements and their presentation that make up the event.

After planning comes the actual execution stage which needs to be orchestrated in a perfect manner. Efficient venue management consists of commissioning security personnel; managing the banquet area; hospitality; and all the things that add elegance.

There is no formal academic training available to become an event manager. Since it has become a market involving technology, investment and multinationals, it needs to be better defined. The steadily increasing numbers of small event management companies is an indication of positive growth for this profession.

Some fulfilling and satisfying aspects of this career

- emotional rewards are very good
- provides excellent experience in logistics management and people handling
- can be relatively well paid

Some demanding and challenging aspects of this career

- hard work
- working long and unsociable hours
- frustration with last minute upsets
- finding business in a competitive market

Purpose Orientation

- creative and perfectionist
- coordinating, organizational skills and leadership abilities
- decision-making and problem-solving skills
- excellent oral and written communication skills
- very good interpersonal skills
- able to work individually and with a team
- able to meet deadlines and keep to a budget
- patience to pay attention to every small detail
- willing to very work hard and irregular hours

School Subjects

Ordinary Level Certificate meeting diploma requirements for a diploma course

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: None

Recommended Subjects: English, other Languages, Consumer Studies, Accounting, Business Studies, Economics, Tourism

Training

Certificate and diploma courses in catering, tourism, hospitality, hotel and restaurant management, public relations and business administration, can all lead to a career in event management.

Degree: Tourism and Tourism Events Management

Diploma in Hospitality and Tourism

Several years of training and experience in hospitality, tourism administration, marketing or public relations can be just as important as a formal education for entry into this type of career.

Employer

- tourism associations
- trade and professional associations
- convention and conference centres
- government departments
- conference and event planning companies
- amusement and recreational service industries
- business services industry, for example, management consulting services

- advertising companies
- large catering companies
- self-employment - the nature of the work does not require a high initial investment in equipment; a home-based office, with computer, fax and telephone, may be enough to get started

Career 6: Fashion Buyer

A fashion buyer is responsible for selecting merchandise, planning the long-term buying strategy and negotiating contractual terms with suppliers.

The fashion buyer:

- interprets the trends of seasonal fashion by constantly being in contact with the market;
- assists in the formulation of budgets
- selects styles, bearing in mind the requirements, quality and financial considerations
- contributes to merchandise distribution plans
- negotiates with suppliers.

Some fulfilling and satisfying aspects of this career

- being the first to see fashion trends
- the excitement of working in the ever-changing world of fashion
- dealing with people
- some travelling involved

Some demanding and challenging aspects of this career

- dealing with difficult people
- frustration when the merchandise required is not available
- purchased merchandise does not prove to be popular

Purpose Orientation

A fashion buyer should:

- be creative and imaginative
- be perceptive and objective
- have an interest in fashion and the market
- able to negotiate and have sound judgement
- be prepared to take risks
- have self-confidence
- have organizational abilities
- show good taste
- have good business sense

School Subjects

Advanced Level Certificate meeting diploma and degree requirements for a course

Each University or college will have its own minimum entry requirements.

Compulsory Subjects: None

Recommended Subjects: Mathematics, Business Economics, Accountancy, Needlework and Clothing

Training

Degree: BCom, BBus Sc, BAdmin or BA. Subjects such as Business, Marketing.

Diploma in Fashion, Marketing, Business Management

Experience and knowledge are gained through in-service training.

Employer

- department stores
- retail firms selling fashion clothing, fabrics or furniture etc
- the fashion buyer with the necessary experience and capital, can start own business.

Career 7: Fashion Designer

Fashion designers are commercial artists who create clothing advertisements for newspapers, magazines and television spots.

Fashion designers illustrate brochures, pamphlets and catalogues. They sketch the new fashions shown in photographs or worn by mannequins or live models in such a way as to attract the attention of readers or viewers and stimulate their interest in purchasing the garment.

Fashion designers need to pay special attention to small details that may easily be overlooked, since these are the very things that may make the garment more attractive to the buying public. They constantly strive to see fashion in original and interesting ways and often work with advertising personnel to develop new approaches to promotion.

Some fulfilling and satisfying aspects of this career

- seeing your ideas come to life
- being the first to see new fashion trends
- doing creative work in pleasant surroundings
- the excitement of working in the changing world of fashion

Some demanding and challenging aspects of this career

- working overtime to meet seasonal demands
- constant struggle to find new approaches
- very strong competition
- working under pressure

Purpose Orientation

A fashion artist should:

- have artistic ability;
- show good taste;
- have a vivid imagination;
- work well under pressure;
- be able to visualise ideas on paper;
- be adaptable;
- have ambition and persevere;
- show good business sense;
- have a well-developed sense of responsibility;
- have good vision;
- have a good sense of colour;

- have an eye for small detail.

School Subjects

Advanced Level Certificate meeting diploma and degree requirements

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: None

Recommended Subjects: Visual Arts, History

Training

Degrees in Art and Fine Art, Art History, Fashion Design.

Diploma in Fine Arts

Employer

- publishers of newspapers and magazines
- television stations
- retail and departmental stores
- clothing manufacturers and wholesalers
- advertising agencies
- mail order houses
- speciality clothing shops
- self-employment, with enough experience, initiative and capital, can start own business, for example a boutique

Career 8: Franchisee

Franchising is the fastest growing industry in many African countries and includes a franchisor (seller of a concept / business) and a franchisee (buyer of concept / business). Many successful entrepreneurs later decide to franchise their idea, thus sharing their success with others, but also earning money from it.

Opportunities include food shops, phone shops, postal services, vending machines, consumer products, general office services, educational services, imported clothing, health products, restaurants etc.

The prospective franchisor normally assists the franchisee in all matters relating to starting up the acquired establishment. A predetermined on-going royalty is payable to the franchisor. The franchisor is normally responsible for nation-wide advertising and other related functions.

The workplace will generally be the business premises of the franchise concerned, though some businesses can be run from home.

Some fulfilling and satisfying aspects of this career

- working for yourself but with support if needed
- opportunity to run a profitable business
- great return on investment possible

Some demanding and challenging aspects of this career

- many rules to abide by
- long and exhausting hours
- increasingly higher overheads

Purpose Orientation

- be highly motivated and pay attention to detail
- have good business sense
- have patience and perseverance
- have business-development skills
- able to work under pressure
- able to get on well with people

School Subjects

Ordinary Level Certificate meeting requirements for course

Compulsory Subjects: None

Recommended Subjects: Business Science, Accounting, Economics, Mathematics

Training

Degree, diploma or certificate in field of Accounting, Entrepreneurship, Business Management

Employer

- any company selling franchises

Career 9: Graphic Designer

Graphic design is a form of visual communication essential in the marketing of products and services to the consumer. The work of the graphic designer is always geared to the needs of the industry, and includes such tasks as designing annual reports and magazines, posters and books, product packaging and labels, as well as advertisements.

The graphic designer aims to develop a unique and recognizable identity for a product, service, organization or idea. Their services are required whenever an advertisement goes into print in newspapers, magazines, pamphlets, leaflets, brochures, posters, show cards, package designs, signage or logos.

Graphic designers attempt to transmit specific messages by means of appropriate visual material. A message may be aimed at projecting a certain image of an organization, transmitting information or promoting a service or product, and should be based on careful market research.

Graphic designers are also involved in the production of film and television advertisements, in the illustration of books and articles, in layouts and in the design of book covers, calendars, labels, wrappers, letterheads and trademarks.

The designing of the corporate identity of an organization is one of the many interesting facets of the designer's work. This may entail the creation or modification of a "logo", which is a single, visually dominating form symbolising the characteristics, nature or name of the organization or business. This promotes a strong visual image of an organization.

In order to produce a design that reflects general attitude, choice and taste, graphic designers require thorough knowledge of the market. Ideas need to be continually adapted and modernized in order to keep up with, or be ahead of, market trends.

Areas of specialization for graphic designers depend on the type of work, for example, rendering artist, layout artist, lettering artist, fashion illustrator, book illustrator, freelance illustrator, and/or specifically on the type of employer, for example, advertising agency, packaging manufacturer and publisher.

Some fulfilling and satisfying aspects of this career

- the opportunity to use your artistic ability at work
- working on a variety of projects
- the wide variety of specialities available

Some demanding and challenging aspects of this career

- working under pressure
- having to revise your work to meet the demands of clients
- working on dull or uninspiring projects until one becomes established

Purpose Orientation

A graphic designer should:

- be imaginative, creative and artistic;
- have an interest in drawing;
- have colour sense, depth perception and balance;
- have good eye-hand coordination and finger dexterity;
- have the ability to advise people persuasively without offending them;
- have good reasoning and communication ability;
- have a knowledge of business and products;
- have good eyesight;
- have the ability to comprehend abstract ideas and translate them into tangible products.

School Subjects

Advanced Level Certificate meeting diploma and degree requirements

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: None

Recommended Subjects: Visual Arts, Computer Applications, Information Technology, Engineering and Graphic Design, History

Training

Degree: The BA (Fine Arts)

Diploma in Graphic Design.

Many institutions select students by asking them to submit a portfolio, attend an interview or pass an entrance examination of a practical nature.

Employer

- advertising agencies
- advertising or marketing departments of large organizations
- printing and publishing firms
- in-house studios of large firms, such as newspapers
- graphic design firms

- industrial companies
- educational institutions
- government departments
- manufacturers and packaging firms
- self-employment on a freelance basis, acting as consultant to larger firms

Career 10: Market Researchers

Market researchers are concerned with the scientific accumulation, analysis and interpretation of marketing information. They assist companies to improve their products and increase sales potential.

Market researchers are concerned with the factors affecting marketing activities, which may vary widely. They collect, analyse and interpret data to determine the appeal of products or services. They study the effectiveness of company advertising and advise management on sales and distribution policies.

Market researchers conduct surveys to determine the acceptability of new products, comparing these with existing and competitive items, and make suggestions regarding packaging and product names. They also conduct detailed studies of sales records to determine peak periods and trends to help plan sales campaigns and set reasonable goals.

Market researchers work closely with marketing managers providing them with the information required for the decision-making process. At some companies one person, who is usually called the marketing manager, performs the work of both marketing manager and market researcher.

Market researchers work indoors in private offices and in the offices of other employers such as statisticians and advertising personnel. They may be required to travel to various locations for interviews or to gather information.

Some fulfilling and satisfying aspects of this career

- working with people
- travelling
- using both numerate and literary skills
- variety and challenge in the work
- relatively good salaries

Some demanding and challenging aspects of this career

- working long hours, evenings and weekends
- working under pressure
- having to continually compete in this field

Purpose Orientation

- A market researcher should:
- enjoy working with people;

- like to travel;
- be able to communicate clearly in speech and in writing;
- be self-disciplined;
- be able to work quickly and systematically;
- have a logical and analytical mind;
- have physical stamina;
- have emotional maturity and stability;
- have a sound knowledge of human beings and their behaviour

School Subjects

Advanced Level Certificate meeting degree requirements for a degree course

Ordinary Level Certificate meeting diploma requirements for a diploma course

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: None

Recommended Subjects: Economics, Business Science, Accounting

Training

Degree: any Marketing degree, Business Economics or Communications degree, A course in Market Research

Employer

- Advertising agencies
- Firms marketing consumer goods
- Independent research organisations
- Manufacturing companies
- Stores
- Self-employment, with enough experience, can start own business in marketing, selling products, marketing research and consulting

Career 11: Marketing and Communication Specialist

Marketing and communications or specialists or strategists, develop marketing and communication strategies and implementation plans and advise executives on the implications of their policies, programmes and practices.

They act as a link between any company and its stakeholders e.g. customers. A marketing and communications specialist deals with all promotional aspects of the company for which they work and liaise with media and communication agencies and companies to portray the correct image. They are responsible for adhering to budgets and enhancing and promoting the company's image, products and services effectively.

They need to collaborate with clients and partners .to develop successful communication strategies and plans, follow industry and financial trends in assessing the impact of communication plans, and make sure that projects follow guidelines and are delivered on time and within budget.

Marketing and communications specialists manage and coordinate creative departments to develop creative ideas, tools and campaigns. They also assist with the development of presentations and company information for print and electronic media and the generation of new ways of ensuring that their stakeholders are aware of their brand and use their products and services.

They draft promotional content for employees in organisations, radio, newspapers, magazines websites etc and ensure that communication campaigns are in line with the company's or their client's brand.

Other tasks are to produce statistics write and present regular, supervise and assess the success of marketing and communication campaigns and report back on these to management regularly.

Marketing and communications specialists work from their own offices within marketing, advertising and communication agencies, companies and some run their own consultancies. They are involved in a great deal of management and teamwork, often in boardrooms but will also need to travel extensively, maintaining contact between clients and suppliers, e.g. media houses, advertising agencies and print companies.

Purpose Orientation

- good communicator, with excellent written, presentation and oral communication skills
- strong leadership skills

- be able to motivate and influence others
- be able to think creatively and strategically
- be able to work in a changing environment
- have a high level of integrity and honesty
- have excellent judgement
- good interpersonal skills
- high degree of responsibility and capability
- able to command respect from colleagues and subordinates
- able to plan to effectively manage time and budgets

School Subjects

Advanced Level Certificate meeting degree requirements for a degree course

Ordinary Level Certificate meeting diploma requirements for a diploma course

Each University or College has its own entry requirements.

Compulsory Subjects: Mathematics, English

Recommended Subjects: Economics, Business Science, Accounting, Computer Science

Training

Degree: any Marketing or Communication degree, Business Economics or BA Communication Science, BA Human and Social Studies degree

Possible Career Paths

Marketing and Communication specialists have the possibility of progressing into senior management and executive roles within companies, heading up departments, or moving into a specialist role that you are passionate about e.g. brand management, internal communication or market research, forming part of a diverse team responsible for either the internal or external image management of a company.

Other possible career paths include mentoring, lecturing and developing short courses for students at a college, university or business school. Marketing and Communication Specialists can also grow a start-up consultancy as an entrepreneur into a multi-client business. As a support function it is important to understand the business and sector you operate in and most marketing and communication specialists tend to develop this knowledge in one or two sectors and grow their careers from a junior role such as a Communications Officer into management.

Employer

- advertising agencies
- corporate companies
- firms marketing consumer goods

- manufacturing companies
- government departments
- specialist communication agencies
- entrepreneurs or self-employed consultants, with the necessary experience, can operate on a freelance or contractual basis

Career 12: Marketing Manager

Marketing can be described as the assessment and creating of consumer demand and the coordination of the resources of personnel, finance, production and distribution to meet such a demand at a planned profit. Marketing is thus the process whereby a company tries to find out what its customers want and then develops its products accordingly.

Marketing is both a concept and a set of techniques covering selling, sales, management, market research, new product development, product management, pricing, packaging, advertising and sales promotion, distribution, consumer guidance, after-sales service and public relations. Marketing therefore, covers a very broad spectrum of business activities.

In order to run a successful organization today it is important to know the needs, likes and dislikes of the customer. It is necessary to know who the customer is, where the customer is, what motivates the customer to buy one's products or service, to define the competitors and to keep in touch with changing circumstances that necessitate changes to the product / marketing strategy.

General Marketing: No individual can possess all the necessary knowledge, experience and attributes to be the marketer for an entire organization. The very nature of marketing demands a high degree of specialization. However, the entire marketing effort must be coordinated by a marketing director or marketing manager to be effective.

Product and Brand Management: This is a typical marketing function, which involves coordinating the efforts of the various specialists. Product managers are ultimately responsible for the success or failure of a product. They are responsible for controlling the policies regarding the product's packaging, branding, pricing, advertising, promotions and distribution; in fact everything to do with a product from the idea stage onwards.

A pre-requisite for a career in product or brand management is a good knowledge of marketing and budgeting and some direct sales experience. As product managers are usually held responsible for the success or failure of a product, a high degree of responsibility, capability and experience is necessary. Product specialists or managers must be able to remain steady when under pressure.

New Product Development: Research often discovers a need or examines it and provides ideas and facts concerning it. However, such facts must be converted into a product or service. Research and product development, therefore, work hand in hand. Product development also entails the collecting of information on competitors' products.

In large organizations, personnel are hired to specialize in new product developments, particularly high technology industries, where products change rapidly. A career in product development requires an aptitude for Mathematics, Physics, Chemistry and Engineering (depending on the industry type).

Promotional Activities: As a result of research and development a product is produced which has been tested and re-tested in the "laboratory" and in the market place. Up to this stage of a product's 'life', a 'total loss' situation exists. It is often said that nothing happens in business until something is sold. This is the task of the various promotional sections of the Marketing Department. They plan, organize and evaluate promotions.

Selling: Personal selling is one of the oldest professions, and is still the most effective in many industries. Selling as a profession is a very demanding but extremely rewarding one. Salesmen usually rank among the top earners in most companies.

A career in sales usually begins behind the counter, as a sales clerk, a merchandiser, a sales representative or door-to-door selling. Many companies insist that their salespeople work in the factory, credit control and sales offices before being sent out "on the road". No salesperson should be sent out without the necessary knowledge and training. Sometimes, special training is also given in sales techniques.

Sales Management: The task of the sales manager is to do forecasting and budgeting, organising, recruiting, selecting and training of the sales force, sales compensation, sales territory, leading, motivating and supervising of the sales force, as well as the evaluation of sales performance.

Career advancement is made through various levels from sales representative to supervisor to area manager, field sales manager, national sales manager and sales director. Organizations today expect their sales management to have at least a reasonable knowledge of marketing. Most organizations run regular sales training courses for their staff, however there are many organizations, which specialize in sales training. Sales experience is often regarded as essential before one can enter other aspects of the marketing function. However salesmanship on its own, is a very worthwhile and rewarding career.

Advertising: Nowadays advertising is also referred to as marketing communication, which includes advertising, sales promotion, personal selling, sales directed methods, publicity and public relations.

Advertising is the mass communication tool of marketing. The product or service is promoted by using newspapers, radio, television and cinema, which means that many more people can be

reached. Advertising agencies are specialist organizations that provide their clients with specialist knowledge to ensure effective advertising. Larger organizations have their own advertising departments or advertising specialists within a marketing department.

Opportunities in the advertising business are varied, from the specialist who decides on the best media to use, to the artist, writer, production staff and accounts executive whose function it is to coordinate the programme and generally look after the client. Note that there are not as many career opportunities in advertising as in marketing itself.

Another form of advertising is the direct mail business in which advertising is aimed at the market in a more personal, direct manner through the use of letters and pamphlets.

Sales Promotion: Even at the point of sale, efforts are made to influence the buying decision of the consumer. The consumer-products industry particularly uses sales promotions, competitions and special offers to convert customer purchasing power into effective demand.

Opportunities in this field are usually found within the marketing departments of the consumer products industries, although there are some organizations which provide these services to clients. Advertising agencies usually have specialists that provide clients with the necessary know-how. Alternatively, companies may employ their own merchandising managers.

Public Relations: The function of public relations is to build bridges of understanding, goodwill and awareness between a company and the public that it wishes to influence. Although it is important for the public relations officer to obtain as much editorial comment as he can, this is only part of his activities. Under the overall umbrella of marketing, the public relations function is expected to make its contribution towards effective marketing of the organization.

Public relations companies are used more often than not, although many organizations do employ their own specialists. Public relations must not only keep the firm's "public" informed of new products, policy changes and staff changes, but it must keep top management informed of the public's reaction to the company and its products. This, therefore, necessitates close contact with the upper level of management.

The qualities needed for a successful career in public relations are the ability to communicate and socialize at all levels, integrity, organizational ability and a creative, alert mind. It is difficult to enter the public relations field directly and often one has to enter through an administrative position.

Distribution: The final moving of products to the consumer is known as distribution. This is an important function as it is essential for the success of the product that it is available to the

consumer at the right time and place.

A career in distribution can involve a great deal of varied experience from sales, to buying, to wholesale, transport and many other business activities.

Market Research: One of the most vital functions of marketing is to establish facts upon which management can base its decisions, thus reducing the risk. This fact-finding activity is called market research. Market research is, therefore, used to determine facts concerning the consumer, the consumer's awareness of the products or services and the effectiveness of advertising. The uses of market research are vast.

Some companies specialize in research and conducting projects on behalf of clients. Some of the larger organizations have their own market research specialists within the marketing department. The opportunities in this field are numerous and people skilled in the techniques of market research are usually in demand.

As most research is based on sampling the population and applying findings to the population, an aptitude for subjects such as Statistics, Economics, Sociology and Psychology (especially concerning consumer behaviour), is necessary.

Except for the marketing director, the marketing manager holds the top position in the marketing field of an organization. In large companies there are further specializations in the managerial field such as product manager, marketing service manager, marketing planning manager, public relations manager, advertising manager, sales manager, sales promotion manager, export manager / director, market research manager.

Some fulfilling and satisfying aspects of this career

- working with people
- finding ways to satisfy customer needs
- variety of work and specialities
- the challenge of looking for and finding new marketing opportunities

Some demanding and challenging aspects of this career

- working long hours
- sometimes having to take work home
- dealing with unpleasant or over-demanding people
- having to admit defects in products

Purpose Orientation

A marketing manager should:

- be a good communicator (more so than the average manager);
- be pleasant and understanding;
- present a good appearance;
- get along well with people;
- be honest and truthful;
- be persuasive;
- enjoy competition;
- be respected by colleagues and subordinates.

School Subjects

Advanced Level Certificate meeting degree requirements for a degree course

Ordinary Level Certificate meeting diploma requirements for a diploma course

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: Mathematics

Recommended Subjects: Economics, Business Science, Accounting

Training

Degree: any Marketing degree, Business Economics or Communications degree

BTech Marketing / Sales Management

Employer

- Advertising agencies
- Firms marketing consumer goods
- Manufacturing companies
- Large companies
- Stores
- Self-employment, with the necessary experience can start own business in marketing, selling products, market research and consulting

Career 13: Model

A model wears and displays the latest fashion designs and cosmetics. Models may be male or female of any age group including children who are used to advertise products for companies.

Models specialise in live or photographic modelling. A live model appears in front of audiences (potential customers) wearing the latest styles of designers, manufacturers or retail shops while a compere describes the garments. A photographic model works in front of the camera wearing the garments or cosmetics being promoted.

A model may also appear in television commercials, demonstrate new products or services at exhibitions or trade shows or pose for an artist who makes drawings to be used in advertisements.

Some fulfilling and satisfying aspects of this career

- wearing the latest styles
- variety of work
- possibility of earning very high fees
- opportunities to travel and meet interesting people
- opportunity to purchase clothes at wholesale prices

Some demanding and challenging aspects of this career

- working under pressure
- fierce competition
- having to maintain body in peak condition, including strict diets
- difficulty in finding employment until one is established
- having to change career once you are no longer physically at your peak
- working under bright lights or in unpleasant conditions, such as in sand

Purpose Orientation

A model should:

- be photogenic;
- have natural attractiveness and charm;
- maintain excellent health and have good physical stamina;
- enjoy working together with people;
- be imaginative and creative;
- work well under pressure;
- have initiative and self-confidence;
- have poise and a sense of style.

- The required height of a female model is between 1,7 and 1,82 metres while a male model should not be shorter than 1,75m.

School Subjects

No specific requirements.

Ordinary Level Certificate is recommended.

Compulsory Subjects: None

Recommended Subjects: Visual Arts, Dramatic Arts, Dance Studies

Training

Training involves deportment, poise, grooming, social etiquette, clothes sense and wardrobe planning, make-up and skin care, as well as modelling (photographic, wholesale, retail and ramp).

No special licensing or certification is required. After a person has been trained as a fashion model, registration as a professional model with an established model agency is recommended.

Employer

- Modelling agencies
- Clothing manufacturers
- Advertising agencies
- Retail shops
- Public relations firms
- Magazines
- Photographers
- Freelance fashion artists or illustrators
- Own business such a clothing shop

Career 14: Professional Conference Organizers and Events Managers

Professional conference organisers, conference planners, conference coordinators and events managers specialise in organising large international and local conferences and events, meetings, seminars, exhibitions, trade shows, festivals and other special events.

Conference organisers coordinate every detail of meetings and conventions, from the speakers and meeting location to arranging for printed materials and audio-visual equipment. This requires that conference organisers demonstrate a range of skills from strategic planning of conference themes to organising minute details, for instance arranging gifts and letters of thanks for speakers and delegates.

There are a number of steps in planning an event or conference. The first step is to identify what the purpose or message is that the client wants to communicate. A planner may then identify which guest speakers or entertainment to arrange, what theme to use, what information to provide to delegates that attend.

Secondly a conference organiser may search for prospective meeting sites, such as hotels, or conference centres in order to assess suitability and price. A site to host an event should meet certain requirements in terms of exhibit space, accommodation, food, telecommunications, transport, audio-visual requirements, and any other necessities. Based on research a conference organisers may review the options and make recommendations to their client.

Once the location is selected, the conference organiser will then make the necessary logistical support arrangements such as, coordinating accommodation and transport for guests, booking flights, setting up registers, printing name badges, ensuring exhibits are set up and materials are printed. They also make sure that the meeting adheres to fire and labor regulations and oversee food and beverage distribution.

Conference organisers are also required to do a certain amount of administration work to do with the setting up contracts between themselves, clients and suppliers. Planners must also oversee the finances of meetings and conventions. They draw up proposals, outline costs, provide a breakdown of budgets and forecast costs. For instance an as organiser needs to estimate how many people will attend the meeting, based on previous meeting attendance and current circumstances.

Event managers work in offices and in the workplaces of their clients. They also work wherever events are held, which can include all types of indoor and outdoor venues and facilities.

Conference organisers use cell phones and computers, which often have specialist ticketing or event management software. They may also hire events-based equipment such as lighting, stage and sound equipment.

Conference organising companies may also perform a number of other roles besides conference organising. These include public relations, marketing or hospitality services.

Some fulfilling and satisfying aspects of this career

- emotional rewards are very good
- provides excellent experience in logistics management and people handling
- can be relatively well paid

Some demanding and challenging aspects of this career

- hard work, meeting deadlines
- physically demanding and exhausting
- frustration with last minute upsets
- finding business in a competitive market

Purpose Orientation

A key aspect of a conference organisers role is to interact and communicate with a variety of people. In addition:

- excellent communication and presentation skills
- excellent organizational and time management skills
- composure under pressure
- the stamina and energy required to work long hours when required
- the ability to multi-task
- the ability to work effectively with all sorts of people
- the ability to pay close attention to details
- the ability to work well under pressure and make responsible decisions quickly.

School Subjects

Advanced Level Certificate meeting diploma and degree requirements

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: None

Recommended Subjects: English, other Languages, Accounting, Economics, Consumer Studies

Training

Whilst a degree and diplomas in various fields may be an advantage, a large proportion of the skills needed are learned on the job and through experience.

Certificate and diploma courses in catering, tourism, hospitality, hotel and restaurant management, public relations and business administration, can all lead to a career in conference organising.

Several years of training and experience in hospitality, tourism administration, marketing or public relations can be just as important as a formal education for entry into this type of career. Most employers prefer to hire special event coordinators who have experience in the coordination or supervision of one or more events.

Employer

- tourism associations
- trade and professional associations
- convention and conference centres
- government departments
- conference and event planning companies
- amusement and recreational service industries
- business services industry, for example, management consulting services
- advertising companies
- large catering companies
- self-employment (the nature of the work does not require a high initial investment in equipment; a home-based office, with computer, fax and telephone, may be enough to get started)

Career 15: Public Relations Practitioner

Public relations is a management tool aimed at bringing people together to promote understanding.

The public relations practitioner / officer (PRO) uses different forms of communication to establish efficient two-way interaction between the company and other groups of people. The public relations practitioner helps people and organizations to gain public acceptance by explaining the aims, objectives and methods of their organization, and by building and maintaining a favourable image.

The public relations practitioner gives out information for newspaper items, magazine articles and news spots so that the public are made aware of that employer's projects and accomplishments. The PRO's work also entails arranging and conducting public contact campaigns which may include setting up speaking engagements, writing speeches, speaking for employers at community functions, planning company conferences and managing fundraising drives. The public relations practitioner may prepare stockholders' reports or work to improve employer / employee relations.

The function of public relations is to build bridges of understanding, goodwill and awareness between a company and the public that it wishes to influence.

There is a trend for companies to outsource the public relations role, although many organizations do employ their own specialists. Public relations must not only keep the firm's "public" informed of new products, policy changes and staff changes, but it must keep top management informed of the public's reaction to the company and its products. Because of the strategic role of public relations, it is important to maintain close contact with the upper level of management.

The public relations practitioner may work in a variety of areas or in one specific field, such as:

- consulting
- community involvement
- employee communication
- industrial affairs
- media liaison etc.

Some fulfilling and satisfying aspects of this career

- working with people
- finding ways to satisfy customer needs

- variety of work and specialities
- the challenge of looking for and finding new marketing opportunities

Some demanding and challenging aspects of this career

- working long hours
- sometimes having to take work home
- dealing with unpleasant or over-demanding people
- having to admit defects in products

Purpose Orientation

A public relations practitioner should:

- be articulate with fluent verbal and written expression;
- be friendly and charming;
- possess leadership qualities;
- be outgoing and self-confident;
- be creative, imaginative and persuasive;
- be multilingual;
- emotionally stable and mature;
- able to deal tactfully with all types of people;
- have organising and management skills;
- be able to work under pressure.

School Subjects

Advanced Level Certificate meeting degree requirements for a degree course

Ordinary Level Certificate meeting diploma requirements for a diploma course

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: None

Recommended Subjects: Languages

Training

Degree: Universities offering degree in Communication or Public Relations

Employer

- Business and industrial companies
- Trade, labour and professional organizations
- Colleges and universities
- Community and welfare organizations
- Local authorities and government departments

- International organizations

Career 16: Sales Manager

Sales managers organize and monitor marketing and distribution strategies. The work includes the supervision of the sales staff and the development of sales programmes designed to introduce prospective customers to new products and services.

Sales managers are also responsible for reviewing market trends and evaluating sales. Sales management may include the development of a network of dealers that sell a product in the field.

It is important that the sales manager leads by example in providing excellent service to clients and the public at large. Poor service can lead to a decline in profit for the company. The sales manager must provide the sales staff with the best training and information on sales strategies. In bigger companies there may be more than one manager and every manager may be responsible for a separate department.

Sales managers usually work in business offices that are clean, pleasant and well lit. Some areas of specialization include: automotive sales; wholesale sales; real estate sales; advertising and marketing.

Some fulfilling and satisfying aspects of this career

- pleasant working conditions
- good remuneration
- usually working regular hours

Some demanding and challenging aspects of this career

- dealing with sales representatives, who are unwilling or unable to meet sales targets
- making recommendations that may cost the employer dearly, if estimates are inaccurate

Purpose Orientation

A sales manager should:

- be persistent and persuasive;
- judge character accurately;
- enjoy detailed work;
- be perceptive;
- deal easily with people;
- be able to make decisions and work without supervision;
- have mathematical ability;
- understand of human nature.

School Subjects

Advanced Level Certificate meeting diploma and degree requirements

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: Mathematics (for degree course)

Recommended Subjects: Business Science, Accounting, Economics

Training

Degree: Bdegree with Marketing as a major

The Institute of Marketing Management offers a Diploma in Marketing Management (three years) and a Certificate in Sales Management, Salesmanship, Retail Marketing and Marketing Management (each one year). Various correspondence colleges provide these courses.

Employer

- Wholesale and retail stores
- Manufacturing firms
- Large and small businesses
- Self-employment, with enough experience, initiative and capital, can start own business

Career 17: Sales Representative

Sales representatives introduce the public or buyers to products or services and try to create an interest, which would lead to the placement of orders for the products or the utilisation of the company's services.

Sales representatives use samples and brochures to introduce the wares and services, explain their use and benefits, and answer questions with regard to the product and service on offer.

They do not merely act as vendors, but are in fact companies' ambassadors. It is their job to explain the sales policies, attitudes, aims and intentions of the firm.

Sales representatives are also liaison officers between a firm and its clients. A client can be anyone from an attorney to a mechanic. Sales representatives need to visit clients regularly to maintain a good rapport and positive attitude. It is therefore expected in some organizations that sales representatives will travel extensively. Companies usually provide sales representatives with vehicles or transport allowances to cover travelling expenses. Some reps may visit clients on foot or make use of public transport within the perimeters of large cities.

Some fulfilling and satisfying aspects of this career

- working with people
- working in different locations
- working without direct supervision
- opportunities to travel
- challenging and varied work

Some demanding and challenging aspects of this career

- sometimes having to work weekends or evenings
- extensive travelling means a lot of time away from home
- dealing with difficult people
- tension involved when doing business
- stress of working on a commission basis

Purpose Orientation

A sales representative should:

- be able to work well with people;
- be sympathetic, friendly and pleasant;
- communicate fluently and clearly in at least two of the official languages;
- have tact and diplomacy;

- be persuasive and ambitious;
- have good physical health and stamina.

School Subjects

Ordinary Level Certificate

In some cases, a higher qualification is required for in-service training

Compulsory Subjects: None

Recommended Subjects: Business Science, Economics, Mathematics

Training

There is no particular course of study or training required to enter this field. Most of the companies have their own in-service training programmes.

Diploma in Marketing

The Institute of Marketing Management offers a Diploma in Marketing Management (three years) and a Certificate in Sales Management, Salesmanship, Retail Marketing and Marketing Management (each one year). Various correspondence colleges provide these courses.

Employer

- retail stores
- manufacturing firms
- large and small businesses
- wholesalers of such items as pharmaceuticals, cosmetics, clothing, cleaning agents, kitchenware and foodstuffs

Career 18: Sales Person

Salespeople sell products to the public. They must have a thorough knowledge of the products being sold to be able to answer the customer's questions about the products and demonstrate how they work and how they should be used.

Salespeople show various models and colours of the products and make suggestions in line with the customer's requirements.

They make out sales slips and invoices, take cash payments and return change and receipts. Sometimes salespeople fill out hire purchase documents and have them duly signed. They might also be required to handle product returns or exchanges and trade-ins, and places orders for items not in stock.

Some fulfilling and satisfying aspects of this career

- good employment opportunities
- company discounts
- working with people
- working without constant supervision

Some demanding and challenging aspects of this career

- being on your feet most of the day
- being paid on a commission basis
- dealing with difficult customers
- having to cope with very slow or very busy periods

Purpose Orientation

A salesperson should:

- enjoy working with people;
- be tactful and courteous;
- have a pleasant personality;
- be able to communicate well (preferably in different languages);
- have a neat appearance;
- be honest in dealings;
- be assertive;
- have good health and stamina;
- have clear speech to be easily understood.

School Subjects

Ordinary Level Certificate
Advanced Level Certificate is recommended

Compulsory Subjects: None
Recommended Subjects: Mathematics, Business Science, Accounting, Economics

Training

Although no specific training course is required for this occupation, the science and art of selling today has become so finely developed that a truly good salesperson deserves the description "professional".

Entry requirements, like the nature of the work, depend on the type of product offered by the firm.

A salesperson usually starts the career as a clerk, shop assistant, cashier or learner and later undergoes in-service training.

Employer

- Large or small retail shops
- Wholesale establishments

Career 19: Wedding Coordinator

Wedding coordinators or consultants provide a service to couples planning their weddings. As a wedding day is one of the biggest days in one's life, the bride and the groom want their wedding day to be perfect.

Wedding coordinators help turn a couple's dream day into a reality. Not all wedding consultants provide the same service. Most sell wedding gowns, bridal trousseaux and other clothing suitable for the bridal party. Some may combine services with advice on hairdos and make-up.

Wedding coordinators take into consideration aspects like colour, taste and the type of wedding desired, as well as selling all sorts of wedding gifts and maintaining a gift register. They give advice on etiquette during rehearsals. The bride-to-be usually requests the wedding coordinator to help her choose china, flowers, glassware, silverware etc. for the reception.

Wedding coordinators usually have many wedding magazines that brides can study for ideas. They may also be involved in the catering for the wedding, designing the colour scheme, decorating tables, the layout of the hall or garden, flowers etc.

Some fulfilling and satisfying aspects of this career

- helping a couple's dream day come true
- receiving compliments on success
- working with people
- being your own boss

Some demanding and challenging aspects of this career

- hard work coordinating all parties involved
- frustrations when last minute upsets occur
- dealing with arguing family members

Purpose Orientation

- creative and perfectionist
- coordinating, organisational skills and leadership abilities
- decision-making and problem-solving skills
- good communication skills
- good interpersonal skills
- able to work individually and with a team
- able to meet deadlines and keep to a budget
- patience to pay attention to every small detail

- willing to work very hard
- able to cope with last minute upsets and work under pressure

School Subjects

No formal education required

Ordinary Level Certificate meeting diploma requirements for a diploma course

Each University or College will have its own minimum entry requirements.

Compulsory Subjects: None

Recommended Subjects: Languages, English, Consumer Studies, Accounting, Business Science

Training

No formal training is available. A broad knowledge of clothing, catering etc., and business sense will stand you in good stead.

Certificate and diploma courses in catering, tourism, hospitality, hotel and restaurant management, public relations and business administration, can all help with setting up a career as a wedding consultant.

Employer

Possible places of employment are bridal shops and wedding accessory stores. There is opportunity for self-employment.