**Career Focus Worksheet**

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| Please complete the **Career Focus** worksheet and include in the Portfolio section of your ePortfolio. This task is designed to assist you to explore possible career outcomes from your degree. You will find the relevant resources to enable you to complete the **Career Focus** worksheet on [Learning@Griffith](mailto:learning@griffith). |

**Name of major that you have selected: Marketing**

List five (5) **industries** that employ graduates from this major: [The term **‘industry’** refers to the **broad field**]

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| **Industries that employ graduates from this major** |
| 1. Banking, Finance and Insurance Award |
| 2. Sporting Organisations Award |
| 3. General Retail Industry Award |
| 4. Real Estate Industry Award |
| 5. Textile, Clothing, Footwear and Associated Industries Award |

List five (5) **organisations** that employ graduates from this major. [The term **“organisation”** refers to the **name of an actual company** or government department]

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| **Organisations that employ graduates from this major** |
| 1. H&M |
| 2. Queensland Rail |
| 3. Myer |
| 4. Barneys New York |
| 5. Bergdorf Goodman |

List one (1) **website** where you may find job vacancies for this major:

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| **Vacancy website:** |
| 1. Career One - https://www.careerone.com.au |

List three (3) **job titles** for graduates from this major: [The job title refers to the name of the position you would occupy]

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| **Job titles for graduates from this major** |
| 1. Marketing Researcher |
| 2. Marketing Coordinator |
| 3. Marketing Sales Manager |

List five (5) **duties** that a graduate from this major may perform in his/her day-to-day work: [Duties are on the job tasks such as: “Undertake research in the field of…”]

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| **Duties a graduate from this major may perform** |
| 1. Excellent presentation skills and an ability to effectively communicate to colleagues and clients |
| 2. Direct Sales Support |
| 3. Product Launches – responsible for training of sales staff, support material etc |
| 4. Identifying new business opportunities |
| 5. An understanding of online marketing and the effects of SEO |

List five (5) **skills or attributes** that employers might be seeking (apart from a degree) in graduates from this major: [Skills or attributes are required in order to perform the duties as described above e.g. “Well developed analytical skills” may be required in order to conduct the duty of research]

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| **Skills or attributes required of a graduate in this major.** |
| 1. Excellent communication skills (both oral and written) |
| 2. Ability to work under pressure |
| 3. Meet tight deadlines |
| 4. Excellent analytical skills |
| 5. Excellent presentation skills |