CONSUMER BEHAVIOUR AND MARKETING

Overview

Students studying Consumer Behaviour and Marketing often choose professional roles which stay close to their subject area. Roles within Marketing, Advertising and PR aim to generate interest in a brand, organisation, person or product and vary depending on whether they are ‘in-house’ (working for a single company or group of companies) or agency based where you could be working on multiple projects.

Roles

Here are some examples of some popular jobs pursued by those studying a Consumer Behaviour and Marketing degree:

- Advertising Account Executive
- Brand Consultant
- Digital Marketing Assistant
- Event Manager
- Marketing Executive
- Market Researcher
- Media Buyer
- Press Officer
- Public Relations Officer
- Retail Manager
- Retail Buyer
- Sales Executive
- SEO Specialist
- Social Media Manager

Please note that job titles vary by organisation. You can view additional job roles by using the prospects.ac.uk and All About Careers websites.

Building Experience

Using your time at Reading to build additional skills and experience will help to boost your future career prospects:

- Build work experience: for example through Campus Jobs or securing an internship
- Gain some experience with the student media channels: The Spark, Junction 11
- Apply for the Reading Internship Scheme (these are paid summer opportunities with local employers which are exclusive to UoR students. Every year we have a number of internships in Marketing, PR and Communications. These opportunities, and many others are advertised on My Jobs Online)
- Get a Thrive mentor and build a relationship with a professional (penultimate year students only)
- Get involved in a society: Marketing Society or look at the full list of societies for one aligned to your interests.
Finding Opportunities

Here are some useful resources for getting work experience, placements and graduate jobs:

General websites for graduate, placement and vacation schemes:

- [prospects.ac.uk](https://prospects.ac.uk)
- [targetsjobs.co.uk](https://targetsjobs.co.uk)
- [milkround.com](https://milkround.com)
- [ratemyplacement.co.uk](https://ratemyplacement.co.uk)
- [LinkedIn.com](https://www.linkedin.com)

Marketing specific sites:

- [The Chartered Institute of Marketing (cim.co.uk)](https://cim.co.uk)
- [Marketing Week (jobs.marketingweek.com)](https://jobs.marketingweek.com)
- [simplymarketingjobs.co.uk](https://simplymarketingjobs.co.uk)
- [bubble-jobs.co.uk](https://bubble-jobs.co.uk)
- [campaignlive.co.uk/jobs](https://campaignlive.co.uk/jobs)
- [jobs.mad.co.uk](https://jobs.mad.co.uk)
- [digitalmarketingjobs.com](https://digitalmarketingjobs.com)

Open job market – many Marketing, Advertising and PR roles will be advertised on the open job market. Jobs may not be referred to as a ‘graduate’ opportunity, so you will need to read the job description thoroughly to see what the role actually entails. It is a good idea to be specific in your search criteria, so you do not have to wade through lots of irrelevant jobs. A popular website for these opportunities is [Indeed.co.uk](https://www.indeed.co.uk) but being proactive in networking e.g. on [LinkedIn](https://www.linkedin.com) and looking on company websites directly are great ways of identifying opportunities.

Exploring Further

The skills and knowledge you’ve developed in your degree will also be valuable in a wide range of roles and sectors, other areas popular with Consumer Behaviour and Marketing students are:

- Business Consulting and Management
- Media and internet
- Recruitment and Human Resources
- Retail and Sales

If you have questions or you aren’t sure where to start, why not book an appointment with one of our Careers Consultants? You can also visit our website and attend our careers events and workshops.