Consumer Behaviour & Marketing, Food Marketing & Business Economics

There are some key sectors that you are likely to be drawn to including: Marketing, Advertising and PR, Retail and Sales and roles in Business Consulting and Management. You may also find yourselves looking into roles in Accountancy and the Public Sector as well as the Media.

Roles

Each job title links through to a broad job description, salary and conditions, entry requirements, typical recruiters and links to further, pre-assessed useful information.

- Marketing Officer
- Market Researcher
- Advertising Account Executive
- Public Relations Officer
- Retail Manager
- Retail Buyer
- Sales Executive
- Civil Service Administrator

You could also find out more about Accountancy and HR Management by heading to the Prospects Types of Jobs webpages.

Finding Opportunities

Probably the most competitive role above is securing a role in the Civil Service, but that shouldn't put you off trying as it offers a unique opportunity in terms of work roles and organisation. Sales or business development may be considered less competitive, perhaps because of the outdated connotations of being in sales and the shadow of ‘The Apprentice’. In reality, sales is a vital function for a business and is much more sophisticated and demanding than we might imagine. All of the remaining roles will be somewhat competitive, depending on the size and profile of the business you apply to. Although you will still have to make sure you stand out from the crowd.

None of the above roles require a postgraduate qualification although roles in marketing for example, may well require you to study for a professional qualification on the job with the Chartered Institute of Marketing in order to make progress in your career. Gaining relevant experience during your degree will make the biggest difference to whichever of the above roles you apply to. Work experience in many of these roles will be pretty visible, but you are likely to have to top up your efforts with some creative job search so have a look at our web pages on this for some further support. If you need any help with this approach then come and see a Careers Consultant. The Civil Service is not easy to secure work experience, but many departments offer open days so head to their web pages to find out more. Getting into advertising or PR will certainly need a significant, proactive plan. Get hold of directories that list PR and advertising agencies. Networking is the best way of getting into the Communications Industry.

- The Public Relations and Communications Association (PRCA) has a roster of members you can look at to base your search on
- For advertising the Institute of Practitioners in Advertising (IPA) also holds an agency list. The IPA also hold a jobs listing.
- Search for Civil Service jobs on the CSjobs webpages.
- Great jobs sites for marketing roles include JobsBrandRepublic, Campaign Live and Marketing Week.
• **PR Week** holds a wide range of PR jobs.
• Many of these roles are available on generic graduate jobs sites include: [Prospects](https://www.prospects.ac.uk) and [TargetJobs](https://www.targetjobs.co.uk).
• Don’t forget the University of Reading’s job site: [My Jobs Online portal](https://www.reading.ac.uk/careers/myjobs) which advertised permanent roles as well as placement and vacation work.

**Further Reading**

• [The Chartered Institute of Marketing](https://www.charteredinstituteofmarketing.org) discusses all things marketing.
• [The Grocer](https://www.thegrocer.co.uk) keeps you up to date on retail issues.