

# 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](https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/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**

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

* [Advertising Account Executive](https://www.prospects.ac.uk/job-profiles/advertising-account-executive)
* [Brand Consultant](https://www.allaboutcareers.com/careers/job-profile/brand-consultant)
* [Digital Marketer](https://www.allaboutcareers.com/careers/job-profile/digital-marketer)
* [Event Manager](https://www.prospects.ac.uk/job-profiles/event-manager)
* [Marketing Executive](https://www.prospects.ac.uk/job-profiles/marketing-executive)
* [Market Researcher](https://www.prospects.ac.uk/job-profiles/market-researcher)
* [Media Buyer](https://www.prospects.ac.uk/job-profiles/media-buyer)
* [Press Officer](https://www.allaboutcareers.com/careers/job-profile/press-officer)
* [Public Relations Officer](https://www.prospects.ac.uk/job-profiles/public-relations-officer)
* [Retail Manager](https://www.prospects.ac.uk/job-profiles/retail-manager)
* [Retail Buyer](https://www.prospects.ac.uk/job-profiles/retail-buyer)
* [Sales Executive](https://www.prospects.ac.uk/job-profiles/sales-executive)
* [SEO Specialist](https://www.prospects.ac.uk/job-profiles/seo-specialist)
* [Social Media Manager](https://www.prospects.ac.uk/job-profiles/social-media-manager)

You can view additional job roles by using the [Prospects](https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/marketing) and [Indeed.com](https://www.indeed.com/career-advice/finding-a-job/marketing-degree-jobs) websites.

## **Building Experience**

* Build work experience for example through [Campus Jobs](https://www.reading.ac.uk/essentials/Campus-Jobs) or [securing an internship](https://www.ratemyplacement.co.uk/)
* Gain some experience with the [student media channels](https://readingsu.co.uk/student-opportunities/volunteering-and-fundraising)
* Apply for a paid research internship [UROP](https://www.reading.ac.uk/essentials/Careers/Gaining-experience/UROP) (penultimate year students only)
* Apply for the [Reading Internship Scheme](https://www.reading.ac.uk/essentials/Careers/Gaining-experience/RIS) – these are paid summer opportunities with local employers which are exclusive to UoR students. These opportunities, and many others are advertised on [My Jobs Online](https://reading.targetconnect.net/home.html)
* Get a [Thrive mentor](https://www.reading.ac.uk/essentials/Careers/Advice-and-development/Mentoring/THRIVE) and build a relationship with a professional (penultimate year students only)
* Get involved in a society: look at the full list of [societies](https://readingsu.co.uk/student-opportunities/societies) for one aligned to your interests
* If you are thinking about teaching as a possible career, you could consider volunteering for the University’s [Students in Schools](https://www.reading.ac.uk/essentials/Opportunities/Volunteering/Students-in-Schools) scheme.

## **Finding Opportunities**

### Marketing Specific Job Sites

[Marketing Week](https://jobs.marketingweek.com/) (jobs.marketingweek.com) | [Simply Marketing Jobs](https://www.simplymarketingjobs.co.uk/) | [Bubble Jobs](https://www.bubble-jobs.co.uk/) | [Campaign Live](https://www.campaignlive.co.uk/jobs/) | [Digital Marketing Jobs](https://www.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 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](https://www.indeed.co.uk/).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.

### Further Study/Research

[University of Reading](https://www.reading.ac.uk/ready-to-study/study/postgraduate-study.aspx) | [Find a Masters](https://www.findamasters.com/) | [Find a PhD](https://www.findaphd.com/)

### Graduate Jobs

[prospects](https://www.prospects.ac.uk/).ac.uk | [targetjobs](https://targetjobs.co.uk/).co.uk | [milkround](https://www.milkround.com/).com | [ratemyplacement](https://www.ratemyplacement.co.uk/).co.uk | [gradcracker](https://www.gradcracker.com/search/civil-building/environment-and-sustainability-jobs).com

## **Exploring Further**

There are many professional bodies associated with these areas which can provide useful information for example: [The Chartered Institute of Marketing](https://www.cim.co.uk/) (cim.co.uk)

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](https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/business-consulting-and-management)
* [Media and Internet](https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/media-and-internet)
* [Recruitment and Human Resources](https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/recruitment-and-hr)
* [Retail and Sales](https://www.allaboutcareers.com/careers/industry/retail-sales)

If you’re thinking of looking further afield but aren’t sure where to start, why not [book an appointment](https://www.reading.ac.uk/essentials/Careers/Advice-and-development/MyJobsOnline) with one of our Careers Consultants? Remember, graduates can use the Careers Centre for up to two years after they graduate.

Explore our [Careers Blog](https://blogs.reading.ac.uk/careers/) for more industry guidance and useful careers advice!