

# 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://LinkedIn.com)

### Marketing specific sites:

- [The Chartered Institute of Marketing \(cim.co.uk\)](https://TheCharteredInstituteofMarketing.com)
- [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://Indeed.co.uk) but being proactive in networking e.g. on [LinkedIn](https://LinkedIn) 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.

