

Skills that lead to bills

Marketing

Skills needed for Marketing:

- Creative/ open mindset
- Technology experience
- Ability to work in groups/collaborate
- Good communication skills
- Good grasp of analytics
- Critical thinking and problem solving skills

Career Options:

- Marketing research analyst
- Marketing manager
- Sales representative
- Advertising manager

As Technology changes.....

- strong knowledge of consumer behavior is needed
- Background in Sociology/Sociographics recommended
- Strong Design and Data Skills
- Great writing skills, especially for pitches
- Need to be able to keep up with innovation in technology
- Be a Creator of Content
- Co-create products; include the customer
- Be a leader in company strategy

THE 2020 **MARKETING DEPARTMENT**

Flexibility means having new skills for the entire team. Flexibility means being able to find new talent when needed. This is almost impossible with a fixed team. Only the really famous brands will be able to recruit talent; other companies will be forced to call upon outside partners.



Marketing - Skills to Plan for Future

In order to be prepared for the future, anyone interested in the marketing field should plan on getting at least a bachelor's degree in business with a specialization in marketing. Marketing degrees allow for flexibility and work in multiple business areas. One should also complete a marketing internship to gain real-world experience and to establish networking with employers. After that, a first basic, entry-level job will provide more experience on top of what was gained in an internship while working on a higher level degree if necessary for a higher level job or career. Over these years, a prospective marketing hire should work on analysis of marketing data along with leadership and creative skills. Marketing degrees are flexible and can be completed to the level in which satisfies your ambition and career goals.



Computer Science

Computer Science - Growing Field (15% Job Increase by 2022)

Skills needed for any engineer that have always been needed in this field.

- Analytical Skills
- Problem-solving
- Creativity
- Critical Thinking

2-4 examples of additional skills that will be needed in the future as technology changes.

- Staying updated on technology
- Dedication/Determination
- Communication Skills

2 examples of what you plan to do to get the necessary skills to make sure you will be a competitive hire 4 years from now.

- Internships
- Self-Learning, Individual Projects
- Focus on individual career paths/subcategories

Career Options

- Software Developer
- Database Administrator
- Web Developer
- Computer Programmer



Undecided; Engineering

Undecided; Engineering is the branch of science and technology concerned with the design, building, and use of engines, machines, and structures.

Career Options

- Aerospace Engineer.
- Chemical Engineer
- Mechanical Engineer

Skills needed for any engineer:

- Problem solving skills
- Strong communication skills
- Math and science application skills

Additional skills needed as technology changes:

- The ability to think outside the box and remain open to new ways and ideas
- The ability to evolve your ways of doing things
- Good listening and quick learning skills

How to get the necessary skills to compete with others:

- Internships
- Networking
- Private research and individual projects



ECE (Electrical/Computer Engineering)

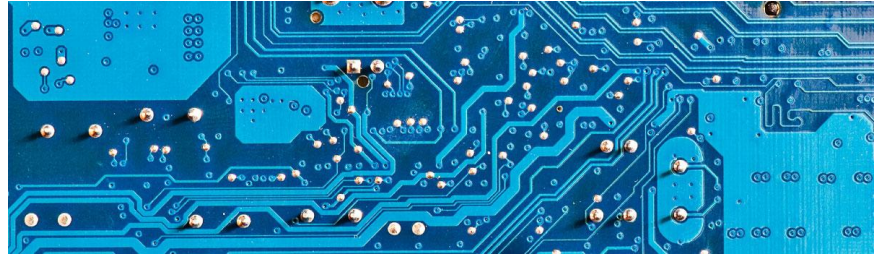
Engineering that focuses on solving technological and electrical problems.

Skills needed for ECE

- An extensive knowledge of math and science
- Problem solving skills
- Communication skills (to express ideas)
- An understanding of the engineering ethics
- Experience with computer hardware and electrical components

Career Options

- Control and instrumentation engineer
- Design engineer
- Electrical engineer
- IT consultant
- Network engineer
- Systems engineer



ECE (Electrical/Computer Engineering)

Future Skills Needed

- Adaptation to the changes in technology
- Creativity is needed for innovation
- Broadening social and problem-solving skill sets (never too many skills!)

Opportunities to Increase Skills

- Internships
- Engineering projects
- Participating in social groups
- Learning from professionals in the same field

