

Charting the career path of aspiring marketers - new whitepaper

London School of Marketing (LSM) has released its latest whitepaper titled, 'Charting the Career Path of Aspiring Marketers'. It presents a 10-year career plan to guide aspiring marketers, step-by-step, through the qualifications, experience, responsibilities and benefits they should expect to attain at each level, as they work toward achieving their goals.



"A career plan is an important tool in achieving professional goals by breaking them down into manageable steps over a realistic timescale," states Gimhani Gunasinghe, head of marketing with LSM. "The question 'where do you see yourself in five years' time' may be a daunting one, but this whitepaper explains why it is important to research and plan out your career progression early on.

"Planning out your professional career is not an easy task. It requires a lot of research and commitment. This is why we have listed all of the necessary skills, knowledge, benefits, expectations and rewards at each stage of a marketer's career. This will help you to see where you currently stand and what you need to do to move forward."

To download the free whitepaper, please [click here](#).

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