

# Marketing Career Quiz

## by Professor Malcolm McDonald

Place a tick after each statement in the column which most accurately describes your current situation.

	Very true	True	Don't know	Untrue	Very untrue
1 My income is satisfactory					
2 There is evidence that it will stay satisfactory over the next five years					
3. My reputation in my "market" is not declining					
4. There is evidence to prove this					
5. I understand fully why I find myself in my current situation career-wise					
6. I do not fire off applications to job advertisements without carrying out research into the recruiting organisation					
7. I have a very clear objective for where I want to be career-wise over the next five years					
8. I know what knowledge, skills and experience I need to acquire in order to achieve my career goals					
9. I have set out a detailed action plan of what I need to do over the next year in order to move forward in achieving my career goals					
10. My future income once I am retired will be enough for me to enjoy the lifestyle I value					

### Interpretation of the questionnaire

If you have eight or more answers in the "Don't know" position or to the right of it, the chances are that your career is heading for trouble.

Scores between one and six to the left of the "Don't know" position indicate that you seem to have control over many of the ingredients of career success. Nonetheless, there is clearly room for improvement.

Scores above eight to the left of the "Don't know" position indicate that you seem to be very much in command of the significant ingredients of career success.

Are you certain that this is a true reflection of your situation? If you are, you can still use the power of marketing to stay ahead of the curve in career development. It will certainly help you to maintain your high standards.

Join up the ticks down the page and count how many are to the left of the "Don't know" position and how many are at the "Don't know" position or to the right of it.