

### MT5.3\_4 Group Exercise: Could you Advise them?

#### GROUP A

#### SCENARIO

*Julia started her career as a Marketing Associate in a small company that focused on traditional marketing methods. She quickly realised that digital marketing was the future and decided to pivot her career towards this emerging field. She wants to become a Digital Marketing Manager, a role that requires both technical skills and strategic thinking.*

*Could you advise her in her next steps?*

**Read carefully the scenario given to your group. Discuss with the members of your group and answer the questions below.**

#### QUESTIONS

1. *What is your advice regarding her professional growth?*
2. *How is her professional growth related to her personal growth?*

3. *What learning pathways should she take?*

4. *What resources and tools should she use?*

5. *Are there any alternative options for her to achieve her goals?*

6. *How do her professional goals differentiate from one another and which elements do they share?*

Attachment to MT  
Task 2.3



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