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# UHL1432 English for Occupational Communication

## Marketing Yourself

by

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Nor Suhardiliana Sahar, 2017

*Communitising Technology*

# Chapter Description

- **Aims**
  - Can give a prepared straightforward presentation on a familiar topic.
- **Expected Outcomes**
  - Apply appropriate and accurate language in written and/or spoken communication.
  - Use appropriate and accurate content in written and/or spoken communication.
  - Demonstrate effective delivery strategies in spoken communication.
- **Assessment**
  - Individual oral presentation 10%



# What is SWOT Analysis

- **Use to identify your:**
  - S – Strengths
  - W – Weaknesses
  - O – Opportunities
  - T – Threats
- **There are two main factors that contribute to your success:**
- Internal factors – Strengths and weaknesses
- External factors – Opportunities and threats



# Why SWOT Analysis?

- ❖ Identify skills, talents, and abilities.
- ❖ Create a map towards personal goal
- ❖ Emphasise on strength
- ❖ Manage weaknesses
- ❖ Take advantage on available opportunities
- ❖ Minimize impact of threats
- ❖ Eliminate threats if possible
- ❖ **Plan your career**



# Plan your career - Why

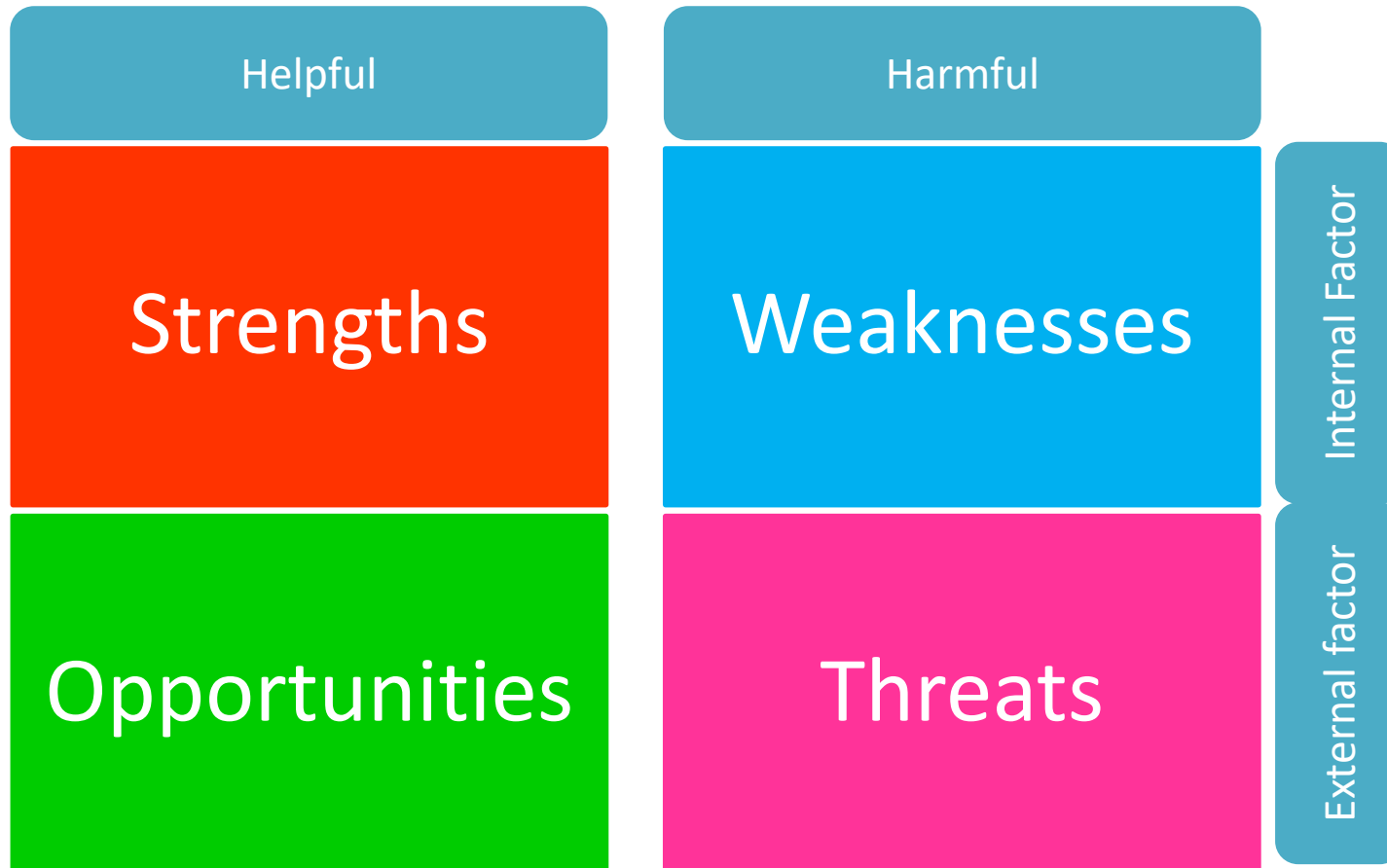
- ❖ To find the most suitable job once graduated
- ❖ To find a new job from the current job
- ❖ To identify other possible jobs that are suitable
- ❖ To plan short term career goal.



# Plan your career - how

- ❖ List targeted companies
- ❖ Identify ways to communicate with the companies
- ❖ Utilize available resources – contacts





# Strengths

- ❖ Positive self (and public) image
- ❖ Education and trainings
- ❖ Work experience
- ❖ Technical skills
- ❖ Soft skills
- ❖ Contact and networking
- ❖ Interaction with organization





# Weaknesses

- ❖ Negative self and/or public image
- ❖ Lower education level or not in related field
- ❖ Lack of work experience
- ❖ Lack of technical skills
- ❖ Lack of soft skills
- ❖ Lack of contact and networking skills
- ❖ Lack of or no goals and objectives



# Opportunities

- ❖ Growth in chosen field
- ❖ Technical advances in chosen field
- ❖ Advantage that can enhance your skills
- ❖ Trends that need your type of skills
- ❖ Opportunity to target specific job goals
- ❖ Opportunity for advancement in chosen field
- ❖ Advantage in location
- ❖ Strong network



# Threats

- ❖ Downsizing your chosen field
- ❖ Off trends in chosen field
- ❖ Tough competitions
- ❖ Competitors with more advanced skills, experience, and knowledge
- ❖ Lack of advance and training provided
- ❖ Limited advancement in chosen field
- ❖ Companies are not hiring



# Example

Organised  
Responsible  
Trustworthy

**S**

Easily bored  
Obsessive with one task  
Take time too long to read an instruction

**W**

Available time to change and improve myself  
Getting involve with professional teams and clubs

**O**

Current economic climate  
Other people with greater talent

**T**

THANK YOU 😊



# Conclusion of The Chapter

- By the end of this lesson, students should be able to:
  - analyse themselves using SWOT analysis
  - create a written personal SWOT analysis



# Reference

1. Patel, S. (2013, Dec 6). *Personal SWOT Analysis*. Retrieved from <https://www.slideshare.net/ShakuntalaPatel/personal-swot-analysis-28953529>
2. Self Analysis (2010, May 18). Retrieved from <https://www.slideshare.net/guest105816/self-analysis>



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