

Self-reliance is critical skill for business/marketing students

The London School of Marketing emphasises the importance of self reliance and independence for business and marketing students.



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Chrishanthi Ranwaweera, the school's student supervisor, said, "Our business and marketing degrees are focused on real situations. Students tackle authentic client cases, which is invaluable when it comes to developing the practical, problem-solving skills which employers want.

"By the end of their degrees, students have the business and marketing know-how to tailor their approach to a variety of challenging situations – relying on their own expertise rather than the support of a team."

A recent blog post explains the importance of being able to analyse data efficiently and accurately, and explores the need for independent research and self-review skills. Readers are also given an insight into why strategic thinking and adaptability are highly valued by business and marketing employees.

The full blog post, including a more detailed look at why business and marketing students are more likely to succeed at working independently, can be [viewed here](#). For more information, go to www.londonschoolofmarketing.com/our-courses.

For more, visit: <https://www.bizcommunity.com>