Tamara first came to APM because the idea of having a degree in two years really appealed to her. Industry recognition and knowledgeable lecturers were also big pluses. It has all worked out for her, as she is now working for global pharmaceutical company Johnson & Johnson as an Assistant Brand Manager.

“The role entails managing and assisting with the Marketing activities of two brands under the guidance and mentorship of a Senior Brand Manager. General duties include integrated brand marketing, market data analysis and reporting, pricing, product and promotional decision-making, etc.

What attracted Tamara to APM was the efficiency of the course, but what she left with was both the necessary skills and required qualifications to achieve in the workplace.

“My advice would be to study hard and put in the extra effort. Many people take the view that a degree is all you need and if you achieve this with passes or high distinctions doesn’t matter; however, in such a competitive employment environment your transcript may be the main thing that keeps you in the running for your dream job. Achieving good grades not only indicates that you understand the concepts covered in your course, but also displays you possess a certain work ethic and commitment to quality that most employers will value highly.”