

Name: Jason Doyle, 4th Year, BBA Business & Management.

Placement Partner Organisation:
Merck (Pharmaceuticals)

Job Description:

Marketing Assistant: My roles and responsibilities were varied. On a day to day basis I liaised with the UK office, helped with the running of the Dublin office and worked on various projects throughout the various divisions in the company. (Oncology, Fertility, etc)



What I Did:

Start Date: 01/09/16

End date: 30/08/17

-I worked on various projects for each division. For example, the Irish pricing realignment, designing of marketing materials for our nurse support division, compliance and disclosure of earnings tracking for doctors and healthcare professionals.

-My year consisted of several visits to the UK for training, conferences, meetings and office visits

-I was allowed to take lead and participate in a number of exciting extra-curricular activities and would be delighted to discuss further with anybody who is interested.

Learning Outcomes:

-Initially, adjusting to working in an office environment was the first hurdle to overcome, it's a very different experience to what we would be used to and one that requires a small adjustment period.

-Public speaking was a skill that I improved majorly over the course of the year. Presenting to various stakeholders throughout the year and leading meetings and calls has enabled me to speak confidently in front of anyone.

-Managing heavy workloads was another major factor and so far this has translated directly into my final year of university.

-Communicating and managing relationships with various types of people and people with different ways of working was another challenge and an aspect of work that I learned to manage effectively.

-Pharmaceuticals is an extremely interesting industry and one I would definitely return to in the future.

Contact: Placement Office placement@mu.ie