

INTRODUCTION TO KUDOS

INVESTIGATING DIFFERENT CAREERS



SEARCH IN GOOGLE FOR KUDOS

kudos.cascaid.co.uk ▾

Kudos

Kudos is the leading career development service helping you to explore, develop and maximise your potential. previous next. slide 1 of 10, currently active; slide ...

Kudos - CASCAID

Using Kudos, students learn about the numerous pathways ...

[More results from cascaid.co.uk »](#)

HOME SCREEN

LOG IN WITH USER NAME AND PASSWORD



Kudos Kudos is the leading career development service helping you to explore, develop and maximise your potential.

Log in

Username

A username is required

Password

A password is required

Forgotten your details?

LOGIN

Sign up

Enter licence code

WHAT IS KUDOS?

VIDEO USER GUIDE

Login to the CASCAID Manager

All students have their own user name and password. If they have forgotten it please click on 'forgotten your details?' and an email will go to the students school email account with a new temporary password

THIS IS THE HOME SCREEN

We suggest searching by career, your favourite subject or an industry students are interested in

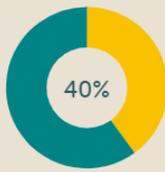
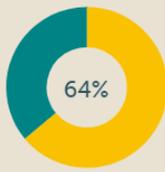
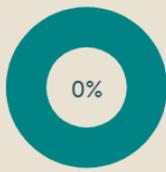
The screenshot shows the Kudos home screen. At the top, there is a navigation bar with the Kudos logo on the left and a search bar on the right. The search bar contains the text "I'm interested in..." and is highlighted with a red border and a green oval. To the right of the search bar are icons for a search function, settings, and a user profile. Below the navigation bar is a "My Profile" section with a description: "Your profile is all about you. You can view your shortlisted subjects, careers and qualifications as well as review your plans and goals." The main content area is divided into three columns: "My shortlists", "Me", and "My Plans". Each column features a donut chart and a button to view more details. The "My shortlists" chart shows 40% completion, with a button for "Careers 10 Careers". The "Me" chart shows 64% completion, with buttons for "MyFuture 51% completed" and "MyPersonality 51% completed". The "My Plans" chart shows 0% completion, with a "REVIEW MY PLAN" button. A dark green bar is at the bottom of the page.

Kudos

CAREERS - I'm interested in... 🔍 ⚙️ 👤

My Profile

Your profile is all about you. You can view your shortlisted subjects, careers and qualifications as well as review your plans and goals.

My shortlists	Me	My Plans
 40%	 64%	 0%
Careers 10 Careers →	MyFuture 51% completed →	REVIEW MY PLAN
Industries & Work areas 0 Items →	MyPersonality 51% completed →	

SEARCHING BY JOB / FAVOURITE SUBJECT/INDUSTRY

SEARCH BY JOB/SUBJECT THAT YOU ENJOY OR INDUSTRY USING THE BAR AT THE TOP OF YOUR SCREEN. USE THE DROP DOWN MENU CIRCLED TO CHANGE TO SUBJECTS INSTEAD OF CAREERS

The image shows three search bars stacked vertically. Each bar has a dark blue dropdown menu on the left, a white search input field in the middle, and a teal search icon on the right. The first bar has 'CAREERS' in the dropdown and 'structural engineer' in the input field. The second bar has 'SUBJECTS' in the dropdown and 'Physics' in the input field. The third bar has 'INDUSTRIES' in the dropdown and 'marketing' in the input field. A green circle highlights the 'CAREERS' dropdown menu.

Search Category	Search Term
CAREERS	structural engineer
SUBJECTS	Physics
INDUSTRIES	marketing



SEARCH BY SUBJECT

Explore subjects and related careers

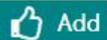
Filter:

Subject category (All) ▾

Qualification level (All) ▾



Click on the actual image of the subject



Add

> Additional Applied Science



Add

> Additional Science



Add

> Combined Science

Find related careers

Filter:

Salary Range (*) ▾

Qualification (*) ▾



- > Landscape Manager 👍 Add ★ ★ ★ MyFuture ➔ Details
- > Environmental Conservation Officer 👍 Added ★ ★ ★ MyFuture ➔ Details
- > Countryside Manager 👍 Add ★ ★ ☆ MyFuture ➔ Details
- > Landscape Scientist 👍 ★ ★ ☆ ➔
- > P
- > P
- > H

You will get a list of potential careers click on 'details' to find out more



Kudos

Learning

Subjects

College courses

Uni courses

Working

Careers

Industries

Types of work

Apprenticeships

Job vacancies

Me

My profile

My assessments

CAREERS ▾

I'm interested in...



Home > Working > Careers > Career ideas > [Market Research Executive](#)

Market Research Executive

Overview

Learning

Working

Market research helps organisations to gather people's opinions about products, services or issues.

As a Market Research Executive, you will plan and co-ordinate projects to collect, [analyse and interpret](#) this information.

You plan how the information is going to be collected. You might design questionnaires and choose Interviewers.

You keep your [clients](#) informed about how the research is going. When the information has been analysed, you present reports that show the results.

Market Research Executives sometimes get directly involved in the collection of data. You could use group discussions or in-d

[... Show more](#)

Download a document



DOWNLOAD

Job Prospects

Career Routes

Match to your skills

Click on details and it will take you to a lot of information about each job...

Look at the following slides for information...

Job prospects tells students the number of people employed, if the number of people in this job is growing e.g. growth of 1.7% is expected in this job and the average salary they could earn

Job Prospects

169,486

People employed

1.7%

Growth this year

£25K to £30K

Average salary range

Career Routes



9 colleges with courses within 20 miles.



VIEW ON A MAP



Career Routes



No apprenticeships within 20 miles.



Career Routes



1 university with courses within 20 miles.



VIEW ON A MAP



Career routes – click on the 3 blobs at the bottom for different information on colleges, universities and apprenticeships locally

Market Research Executive

Overview

Learning

Working

Next Steps

[How do I become?](#)

Relevant subjects

College courses

University courses

How do I become?

Entry routes

New entrants to this career are usually [graduates](#), particularly in social sciences, business studies, marketing or similar subjects.

The Market Research Society (MRS) [accredits](#) some [undergraduate](#) and [postgraduate](#) courses in market and social research. Visit the [MRS website](#) for further details.

A great way to get into this career is through an internship. Take a look at our information article '[Internships](#)', for more details.

An [Intermediate](#) or [Advanced](#) Level Apprenticeship is also a great place to start. You may be able to take an [NVQ](#) as part of your apprenticeship. Take a look at our information article '[Apprenticeships – How do I apply](#)', for more details about applying for apprenticeship positions.

Various [BTEC](#) and [City & Guilds](#) qualifications are available and could help you to get into this career - see below for more details.

Training

Initial training is usually provided on-the-job by experienced Market Research Executives. Large companies might offer structured training schemes. Some companies expect trainees to work towards professional qualifications such as those offered by the MRS.

The MRS offers qualifications at three progressive levels:

Menu at the top has lots of additional information...

Learning tells students how to get into the career, subjects needed – useful when considering option choices

Market Research Executive

Overview

Learning

Working

Next Steps

[What will I do?](#)

What skills do I need?

Job prospects

Apprenticeships

Job vacancies

What will I be doing?

As a Market Research Executive, you will co-ordinate the collection, analysis, interpretation and presentation of information relating to people's needs, wants or views.

Typical research on behalf of a company that makes things to sell to the public might include:

- current trends
- the performance of major competitors
- what people think of a possible new product
- the effectiveness of current advertising

You need to build good relationships with [clients](#). First, you discuss the exact type of information required. Then you prepare a proposal outlining:

- the way the data will be collected (for example, face to face, by phone or online)
- the number and type of people who will be the subjects of the research
- the time it will take to complete the project
- an estimate of the costs

If the proposal is accepted, you will co-ordinate the project. For example, in a survey, you might have to:

- select and train Interviewers

Working – what it's like to do the job, skills needed, job prospects, apprenticeships and job vacancies



Home > Working > Careers > Career ideas > [Market Research Executive](#)

Market Research Executive

Overview

Learning

Working

Next Steps

Market research helps organisations to gather people's opinions about products, services or issues.

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Download a career leaflet



DOWNLOAD

Clicking on download and students can get a PDF of all the information about the job which can be saved and looked at later

Market Research Executive

Market research helps organisations to gather people's opinions about products, services or issues.

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You plan how the information is going to be collected. You might design questionnaires and choose Interviewers.

You keep your clients informed about how the research is going. When the information has been analysed, you present reports that show the results.

Market Research Executives sometimes get directly involved in the collection of data. You could use group discussions or in-depth interviews.

To become a Market Research Executive, you will need to be:

- well organised
- good at written and verbal communication
- able to work well in a team
- confident
- able to work well under pressure

Most new entrants join as graduates. You could then combine on-the-job training with part-time study for professional qualifications.

What are the Job Prospects?

Pay

The pay rates given below are approximate.



SEARCH BY CAREERS

Search Careers

Filter:

Jobs (4)



Salary Range (*)



Add

Structural Engineer

My Skills

My Future

Click on the actual image of the subject

Structural Engineer

Overview

Learning

Working

As a Structural Engineer, you will be looking at the design, structure and foundations of buildings and structures like bridges and tower blocks.

You might also be carrying out inspections and maintenance for the buildings. This could be looking at refurbishing buildings or listed buildings which may need some work.

These inspections could be looking at the strength of the building and deciding whether it could withstand a lot of forces such as strong winds and lightning.

To become a Structural Engineer, you will need:

- good problem-solving skills
- to work well with other members of a team and be able to take responsibility
- good IT

[... Show more](#)

Students will get information on that career which they should recognise now, thumbs up adds it to your short list of potential careers



SEARCH BY INDUSTRY

Advertising, Marketing and Media

Overview

Work areas

Related careers

Find out more



Home > Working > Industries > Search results

Your search results

Advertising, Marketing and Media	Add	Details
Advertising and Marketing Management	Add	Details
Marketing	Add	Details
Digital Sector	Add	Details
Digital Marketing and Business Development	Add	Details

Click on details and it will take students to either an overview of the sector or a list of potential careers with that sector

Find related careers

Filter: Salary Range (*) Qualification (*)

> Events Manager	Add	MyFuture	Details
> Marketing Manager	Add	MyFuture	Details
> Direct Marketing Manager	Add	MyFuture	Details
> Brand Manager	Add	MyFuture	Details
> Social Media Manager	Add	MyFuture	Details
> SEO Manager	Add	MyFuture	Details

Information

Salary levels



£20K to £25K
£25K to £30K
£30K to £40K

Qualification level



Degree

TOP TIP...

Click on the thumbs up button for any careers students' find interesting. This will create a list of their favourite careers, be easy to find again and compare different careers

> Events Manager	 Add	   MyFuture	 Details
> Marketing Manager	 Add	? MyFuture	 Details
> Direct Marketing Manager	 Add	? MyFuture	 Details
> Brand Manager	 Add	— MyFuture	 Details
> Social Media Manager	 Add	— MyFuture	 Details
> SEO Manager	 Add	— MyFuture	 Details