



# Career Options after Marketing

the study of price, product, promotion & place  
[www.utsc.utoronto.ca/mgmt](http://www.utsc.utoronto.ca/mgmt)  
 Co-op, Specialist

## What is Marketing?

**Marketing** is a discipline that is part of **Management**. It is “a set of business practices designed to plan for and present an organization’s products or services in ways that build effective customer relationships.” (CMA.org) The field of marketing is broad and involves the study of business functions including advertising, public relations, events management, operations and product management, e-commerce, branding, pricing, sales and market research.

## Skills of Marketing Grads

- Analytical abilities to assess situations, identify opportunities and develop strategies
- Qualitative and quantitative knowledge and needed for research and analysis
- Understanding of consumer behaviour and its application to marketing decisions
- Public speaking and presentation skills
- Knowledge of marketing technology and experience with relevant resources
- Creativity – the ability to engage in strategic thinking and quick-paced decision-making
- Technical skills including Excel analytics
- Presentation and report writing skills – ability to convey information to different audiences
- Project management skills for program planning and execution
- Ability to engage in short- and long-term strategic forecasting
- Budget planning and management skills

## What makes Marketing at UTSC unique?

Marketing at UTSC ensures that students take an external orientation by having an in-depth understanding of the Competition and the Consumer. While developing a good understanding of all the issues involved in developing Marketing Strategy, the students will learn to implement the tools of Marketing Tactics.

## Entry-Level Jobs for Bachelor Grads

Common employment destinations include:

- Social Media Specialist
- Product Manager
- Event Coordinator
- Market Research Analyst
- Marketing Coordinator
- Junior Brand Manager
- Project Coordinator
- Sales Manager
- Customer Relationship
- Communications Coordinator
- Digital Marketing Officer

The Career Directory: [www.canadastop100.com/tcd](http://www.canadastop100.com/tcd)

## Graduate & Professional Studies

Popular further education opportunities include:

- Marketing - Master
- Advertising - Master or Post-Graduate Certificate/Diploma
- Public Relations - Master or Post-Grad Certificate/Diploma
- Master of Business Administration (MBA)
- Project Management - Post-Graduate Certificate
- Social Media/Media Communications - Post-Graduate Certificate/Diploma

### Use LinkedIn!

Attend our LinkedIn workshop to learn about the *Find Alumni* tool for networking!

### Marketing Grads from UTSC have gone on to:

- Microsoft (Integrated Marketing Communications Manager)
- Pepsico (Marketing Specialist)
- Ontario Public Service (Branch Coordinator)
- Bell Canada (Campaign Marketing Specialist)
- KPMG (Marketing Manager)



## Examples of Fields that 'Fit' the Skills of Marketing Grads

- Information and Cultural Industries
- Arts, Entertainment and Recreation
- Professional, Scientific and Technical Services
- Management of Companies and Enterprises
- Public Administration
- Health Care and Social Assistance
- Educational Services
- Finance and Insurance
- Retail Trade
- Wholesale Trade

## Your 4-Year Career Exploration Action Plan

### 1 Do Your Research

The databases below provide you with details about job prospects, nature of work, educational requirements, working conditions, pay and related career paths:

**Career Cruising:** Log into [cln.utoronto.ca](http://cln.utoronto.ca), click on Resources, and click on Career Cruising to be logged in automatically

**O\*Net:** [online.onetcenter.org](http://online.onetcenter.org) (U.S. site)

Attend our workshop **Discover Your Skills and Career Options**, meet with a Career Counsellor, and use our resources to get to know your skills, values, personality and interests:

[www.utsc.utoronto.ca/aacc/get-know-yourself](http://www.utsc.utoronto.ca/aacc/get-know-yourself)

Use the advice on our tip sheets for gathering info: [www.utsc.utoronto.ca/aacc/tipsheets](http://www.utsc.utoronto.ca/aacc/tipsheets)

- Information Interviews
- Working On-Campus
- Internships
- Volunteering

### 3 Build Your Network

Explore **Student Clubs** and **Professional Associations** and get involved: volunteer for their events and conferences, and get to know people in your industry of interest. These are your future mentors, supervisors and colleagues!

The Marketing Group (TMG) - <http://facebook.com/TMGatUTSC> <http://themarketinggroup.org>

Advertising and Design Alliance - [www.utscada.ca](http://www.utscada.ca)

Management and Economics Student Association - [www.mesa.ca](http://www.mesa.ca)

DECA UTSC - [www.decautsc.ca](http://www.decautsc.ca) LIVE Competition - <http://live-competition.org>

Management Consulting Club - <http://mcc-utsc.com>

Talent and Growth Services - [www.facebook.com/TAGatUTSC](http://www.facebook.com/TAGatUTSC)

University of Toronto Consulting Association - <http://utconsulting.ca>

Professional Marketing Associations - <http://the-cma.org> - <http://canadianmarketer.ca> - [www.ama.org](http://www.ama.org)

Canadian Institute of Marketing - <http://professionalmarketer.ca> Marketing Mag - [www.marketingmag.ca](http://www.marketingmag.ca)

Interactive Advertising Bureau of Canada: [www.iabcanada.com](http://www.iabcanada.com)

Marketing & Consumer Research Associations - <http://mria-arim.ca> - <http://acrwebsite.org>

### 2 Explore Career Options & Get Experience

Gain exposure to your options in the world of work and make connections while you're a student via campus events and programs listed on [cln.utoronto.ca](http://cln.utoronto.ca) and [ccr.utoronto.ca](http://ccr.utoronto.ca):

- [Extern Job Shadowing](#)
- [In the Field](#)
- [Explore It!](#) (course-based)
- [Partners in Leadership](#) (4<sup>th</sup> year students)
- [iLead, uLead, weLead](#) (Dep't of Student Life)
- Employer Information Sessions
- Career & Volunteer Fairs
- [Departmental Student Association](#) Events

Apply for [Work Study](#) jobs in CLN in Fall and Spring! You might also find work via [www.scsu.ca/jobs](http://www.scsu.ca/jobs).

Find networking opportunities, internship programs and entry-level jobs via websites like [www.talentegg.ca](http://www.talentegg.ca) and [www.charityvillage.ca](http://www.charityvillage.ca).

As an upper year student (14+ credits), attend UTSC's [Get Hired Conference](#) and participate in [Jobs for Grads](#).

As a graduate, explore internships and other trainee programs like [www.careeredge.ca](http://www.careeredge.ca)