



CAREERS IN MARKETING

Co-sponsored by the
Undergraduate Commerce Society (UCS)
and the UTM Career Centre

Monday, February 7, 2005
Student Centre Boardroom

Panelists:

Victoria Cheng, Market Research Manager, Bell Canada

Victoria Cheng will be speaking on market research and related careers as well as her role within Bell.

Anya Colussi, CEO, Yfactor Inc.

Anya Colusi will be focusing on internet marketing and role as a principal in Yfactor.

Hilary Sadler, Public Relations & Communications

Hilary Sadler will be speaking about public relations and her experiences running her public relations firm.

*Panel handout adapted from material prepared by
Lama Younes, Career Assistant, Career Centre*



A university marketing textbook defines marketing as “a total system of business activities designed to plan, price, promote, and distribute need-satisfying products or services to target markets in order to achieve organizational behaviour.” -

M. Sommers, J.G. Barnes, *Marketing* (10th edition). Toronto: McGraw-Hill Ryerson, 2003.

Is Marketing right for you?

So you know roughly what marketing is about and it looked like something you might consider as a career someday. But how can you be sure that this is the career that will make you happy? Here are some thoughts to consider:

- ❖ Regardless of your degree, candidates of the marketing world should have a certain set of essential skills to succeed in this career:
 - Strong communication skills
 - Time-management skills
 - Decision-making skills
 - Organizational skills
 - Presentation skills
 - Analytical skills
 - Research skills
 - Leadership skills
 - Team skills
 - Attention to detail
 - Computer literacy
 - Work well under deadline pressures
 - Flexibility

- ❖ Most entry-level positions usually require a lot of presenting, writing reports, and administrative work.

- ❖ Marketing managers will be looking for staff that will take initiative and responsibility for projects.

But also remember: “No field in business offers a greater variety of career choices than marketing!” - *Careers in Marketing*

Does it sound like you? Then you're in the right place... read on!

Careers in Marketing

Marketing Research

An Overview

Marketing research is defined as the use of scientific methods to identify and define marketing opportunities and problems, generate, refine, and evaluate marketing actions, monitor marketing performance, and improve our understanding of marketing as a process. People are hired for marketing research in virtually all types of business, including manufacturers, retailers, government agencies, etc. Market researchers have to identify the current fads and trends and try to come up with what people will want to buy, which is their main challenge. They will also monitor the changing market factors in order to keep their products/services competitive. That includes analyzing the audiences' characteristics by observing, experimenting and surveying consumer behaviour. Market researchers will sometimes also design products and packages, plan distribution channels, and assist in the advertising and promotion campaigns.

Skills

People working in market research are typically the problem solvers. They need an aptitude for methodical and analytical type of work because they're the ones the rest of the marketing team is waiting to hear from to go ahead with starting/completing projects. In market research, it helps a lot if you're comfortable with understanding statistics because that is where most of the analyzing will be coming from. Therefore, jobs in market research will normally require skills in statistics, databases, use of current software, and the Internet.

Job Titles

Some job titles that fall under marketing research are Junior Marketing Research Analyst, Field Service Director, Marketing Research Analyst, Senior Marketing Research Analyst, and Marketing Research Director. Companies are usually recruiting aggressively for marketing research positions, as they require a unique set of skills that is not very common. Salaries in marketing research in Ontario for the analyst and senior positions range from \$62,000 to \$93,000 (Monster.ca).



Don't forget to check the sample job postings later in this package!



Visit the Professional Market Research Association website-
www.pmars-aprm.com

Advertising

An Overview

Just as portrayed by Hollywood and seen in the movies, advertising is a highly competitive, stressful, result-oriented field. Advertising professionals are employed in an advertising agency, advertising department, or with mass media as sales representatives. These jobs exist in *all* businesses because everyone from manufacturers, to retailers, to service providing businesses and government and non-profit agencies need to place ads. Jobs in advertising also exist in various media organization such as newspapers, TV stations, and magazines, etc, that carry ads. Advertising agencies specialize in creating and producing entire advertising campaigns. They will have jobs for copywriters, photographers, layout designers and printing experts. Entry-level duties in advertising may include handling inquiries from clients, monitoring deadlines and progress, communicating with everyone working in the campaign team, and in general, assisting the account executive. Advancement is fairly quick in the advertising field. A position that usually follows an entry-level would be Account Executive, who plans and monitors all activities in an ad campaign. Most advertising jobs are in the creative department where the advertising that will attract the targeted consumer to the client's product is developed. In the creative department, graphic design, copywriting, cleverness, and humour are required. Typical Canadian salaries for an Account Executive in advertising range from \$30,000 to \$50,000 per year.



*What's the difference between marketing and advertising you ask?
"In marketing you bring the consumer a new product or service and work towards building this new relationship over time. Advertising gives this product/service a voice to speak with the consumer." -
Rania Younes, Senior Account Manager, Ogilvy & Mather (personal communication)*



*Visit the Association of Canadian Advertisers online
www.aca-online.com*

Public Relations

An Overview

Public relations is the link between the organization and its various publics. Public Relations Specialists are supposed to project the desired company image to the public and are constantly dealing with the news media to reach these publics. All types of businesses like non-profit organizations, trade associations, government agencies, universities, large advertising agencies, and public relations agencies hire PR professionals. This job requires acquiring information from different sources and updating/preserving it. It

includes the responsibility of telling the public about the company, its products, community activities, social programs, labour policies, and views regarding controversial issues.


Skills

As per the demands of their job, PR professionals must be innovative, work well with others and have especially good communication skills. Any PR professional is also a problem solver, is sociable, persuasive, self-confident and assertive.

Job Titles

Entry-level in PR is normally an Assistant Account Executive position. At higher levels, PR professionals would write press releases, speeches for executives, and articles for publications, along with constant media contact and special events planning. This demanding job involves a lot of irregular hours around campaign time.

The Canadian career website *careercruising.com* says PR Specialists normally earn between \$50,000 and \$80,000 a year, but salaries range greatly depending on experience and the client the PR professional is working for.

	<p>Visit the Canadian Public Relations Society online www.cprs.ca</p>
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Product/Brand Management

An Overview

Brand Managers (also known as Product Managers) focus on the big picture, identify market opportunities, and communicate the unique benefits the product delivers to the consumers. They set the agenda and criteria of the market research and then analyze the data that has been collected and develop a marketing strategy for the brand. Those duties require brand managers to have a background in the marketing functions like advertising, research, consumer behaviour, and strategy. They are essentially responsible for planning and directing the entire marketing program for a given product or service. Brand managers would be doing necessary research to identify aspects of the marketing plan like the target market and the promotions, personal selling and plan advertising accordingly. They also work on pricing, physical distribution and the legal aspects. The bottom line is, being a brand manager is almost like running your own business. Doing that with a team also requires brand managers to listen to their team's recommendations (and from others in different departments also) and make the decisions from there. It comes as no surprise also that this demanding job tends to involve a lot of traveling for meetings and promotional events.

Skills

The most important skill a brand manager will need is analytical skills, as they are extremely valuable and students have been advised to prepare for this by taking accounting and finance courses.

Job Titles

Entry level in brand management is the Assistant Brand Manager position. Assistant Brand Managers lead a cross-functional team and look after finance, sales and marketing to deliver the results.

Salary levels are normally higher than other entry-level position in the business world and with an MBA, the starting salary could be as high as \$75,000.



News Marketing Canada was on campus at Career Expo recruiting for Assistant Account Directors. Examples of other organizations that have posted brand/product management opportunities on the Career Centre Online include: Colgate-Palmolive, Procter & Gamble and Kraft Canada. Keep an eye out for similar opportunities at www.utm.utoronto.ca/careers

Sports Marketer

An Overview

Sports marketers have a combination of roles of a Brand Manager and a Public Relations professional. They market and increase exposure of sports teams and special events rather than products and services. They pull in the audiences and plan on entertaining to keep them where they want them. You have witnessed the work of sports and events marketers if you've ever experienced fan participation, group ticket sales, bus tours, and fan giveaways. Working with sponsors at these games and events combines the promotion of products and events at the same time. These marketers also promote charitable causes for organizations, such as the Heart and Stroke Foundation, by researching for a target market such as families who have been affected somehow by a disease or illness. Most of their time is spent organizing, planning and fundraising. Traveling is also a large part of the job as they usually attend the events they have developed. Long hours and hard work tend to be a normal lifestyle for sports marketers around their event periods. Positions for sports marketers normally exist with amateur and professional teams, marketing organizations and sports associations. Some common position titles under this career path are account representative, account executive, account coordinator, and marketing director. Salaries for sports marketers are normally anywhere from \$17,000 to \$65,000.

Note also that Event Planners and Non-Profit Fundraisers have a job very similar to Sports Marketers.

Media Buyer

An Overview

Media buyers buy advertising space in newspapers and commercial spots on radio and television. That requires them to analyse research to determine target markets for the products and services to be marketed. Their next step is to decide which medium to use and make specifications like which radio station, TV channel and time of day would be best to market the product/service. The client's budget will determine how much media space the buyer will be able to acquire. Final steps are contacting the radio and television stations and the newspapers to buy the media space. In large companies, there could be as many as 25 or 30 media buyers. Media buyers will spend a lot of time using the computer in analysing research about the products and the target market. Most of the time they will have a normal 40-hour workweek, although occasional overtime is not uncommon. Some common job titles under this career path are media assistant (the entry-level position), media buyer, media supervisor, and media broadcast manager. Their earnings would normally be \$23,000 for a starting position and as high as \$75,000 in top pay.

Internet Marketer

An Overview

Everyone has heard the term "e-commerce" by now, and the e-service boom is doubtless to expand for years to come. Internet marketers have a big role in e-services. They are responsible for creating, developing and implementing marketing campaigns for a wide array of businesses and organizations on the Internet. When Internet marketers aren't working on client websites, they're likely learning about search engines and getting traffic to web sites and, of course, monitoring the very latest trends in search engine optimization in order to maximize traffic to sites they are marketing. Because the Internet is opening a whole new dimension to communication channels, Internet marketers are taking as much advantage in developing new marketing tools as possible. E-marketing Managers plan, organize, direct, control, and evaluate the design, development and maintenance of companies' Internet sites to manage the organization's public relations, communications and Internet presence. The outlook for Internet marketers is not really known because it is a brand new field that is opening up. But so far, it is excellent, as the Internet has nowhere to go but up! In general, Internet marketers will earn anywhere from \$30,000 to \$250,000 per year depending on the organization size and the marketer's level of experience.



If you would like a fast-paced career that puts you right on the edge and in line with technology and business, then Internet marketing is the right career for you.

Note: The Career Centre resources used to compile these job descriptions include:

- *Careers in Marketing*, L. and L. Stair. New York: VGM Career Books, 2002.
- *2003 Career Directory*, R. Yerens and K. Chow. Toronto: Media Corp. Canada, 2003
- *2002 Big Book*. Toronto: Marketing Media Group, 2002.
- Marketing Binder, UTM Career Centre Resource Library.

Others:

- www.careercruising.com
- www.monster.ca
- www.careers-in-marketing.com
- *Marketing(10th Edition)*, M. Sommers & J.G. Barnes. Toronto: McGraw-Hill Ryerson, 2003.

What can I do to start a career in Marketing?

Start now! Gain knowledge...experience...



“ Experience is absolutely necessary in landing a promising marketing position” - Vesna Vasic (UTM alum), Marketing Manager, TSSA Canada (personal communication)

A. Education: you're already on your way!

Take a look at these marketing related courses offered at UTM:

MGM101/102 - Introduction to Management Functions

MGM/MGT 252 - Principles of Marketing

MGT353 - Introduction to Marketing Management

MGT453 - Marketing Research

CCT310 - Mass communication and popular culture

CCT316 - Human communications and advertising

CCT322 - Marketing information products and services

SOC309 - Sociology of mass communication

GGR252 - Marketing geography

STA322 - Design of sample surveys

Please check the UTM course calendar on-line for full details of these courses. Refer to the Further Education page in this package to learn more about further marketing education.

B. Campus involvement

- Most clubs usually have a Marketing Director. Volunteer for that position with a club to get some practice on a smaller scale.
- Attend employer information sessions and events held on campus by marketing companies.
- Participate in the UCS marketing competition - see ucsonline.ca
- Check the Work-Study positions in the first week of September for positions on campus related to marketing activities.

- Apply to be a Marketing Assistant with the Career Centre. 2005-06 positions will be posted in mid-February and will be due mid-March. Details to be posted on the Career Centre web site.
- Participate in the Extern program through the Career Centre

C. Be curious!

- Check out the Canadian Marketing Associations resources. They have student memberships that include quarterly newsletters to keep you informed about the industry and have a resource library in Toronto, among many other services.
- Read *Marketing Magazine* (Canadian publication available in the Career Centre). You'll become familiar with which companies are winning contracts and awards and what the hot issues are on the Canadian scene.
- Learn more about the marketing company and the industry you may want to work in.

D. Explore the field

Research the Internet

- Look at some of the websites listed in the Websites page of this package to familiarize yourself with the world of marketing and marketing "lingo"

Come to the Career Centre!

- Attend the career fairs held by the Career Centre. Participants at Career Expo (held in October) typically include marketing companies and large corporations that will have marketing, advertising, and PR departments. The Volunteer Fair (September) highlights not-for-profit organizations, many of whom offer roles for students with marketing skills including promotion of special events. The Summer Job Fair (January) provides students with opportunities to speak to employers who hire summer students in marketing roles. An Internship Fair is held in February; participants for 2005 include the UofT Fellowship in Advancement and GE Canada.
- Extern is an excellent program to get some inside information on careers in marketing. Extern allows you to explore a career area of your choice by shadowing a marketing professional. Applications for the May 2005 program are due Feb 25/05.
- The UTM Alumni Mentorship Program pairs 3rd and 4th year students with a clear career focus with a UTM alum in their desired career area. Applications are usually due in September each year.
- Read through our *Current Employers* directories
- When it's time to graduate, be sure to sign up to GSES and RGES via the Career Centre to access full-time job postings.

Be proactive and network, network, network!

- Make everyone you know aware of your interest in marketing.
- Attend our Networking and/or Summer Job Search workshops to learn some more pro-active job search techniques.



“Work It!” is a new 5 part effective job search program offered to graduating students by the Career Centre’s new professional Job Coach. Next offered: Mar 1-29/05. Applications due: Feb. 22/05.

E. Look for experience through summer and part-time work, internships, volunteer positions.

- Work experience is said to be invaluable in the marketing industry, so get some! Look at the sample postings in this package and visit the Career Centre website for volunteer and part-time opportunities. A searchable Internship directory is also available on the Career Centre Online web site.

F. Learn how to market yourself effectively

- Attend the Career Centre workshops: Resume and Cover Letter, Online Applications, Effective Interviews and Networking to learn how to polish your self-marketing tools.

So now that you have a career direction, where are all the jobs it will lead you to? Read on!

Where are the jobs?

Marketing is something *every* company needs in order to create awareness for them and to stay competitive. You will find marketing positions in the manufacturing sector, retailing, wholesaling, service marketing, non-business organizations, government, and international marketing. The non-business section includes hospitals, museums, schools, religious organizations, charities, and political parties. Retail offers many jobs. Marketing in this sector tends to be misunderstood by students who do not realize the many attractive features like fast advancement, constant work challenge, and real excitement in the workplace. The government employs in media buying, marketing research, public relations, physical distribution, consumer affairs and protection, and ads and sales promotions. International marketing isn’t very common for entry-level as it requires a lot of experience in the market, therefore opportunities arise after a couple of years experience.

The *2003 Directory for Who's Hiring College and University Graduates* in the Career Centre library is a book used to find employers based on their full-time recruiting. It listed these organizations as some of those hiring for marketing:

- Telus
- AT&T
- Chapters
- Yamaha Motor Canada Ltd.
- Colombia House Company
- Blue Zone
- Hotline Communications
- Mazda Canada
- Nelson Thomson Learning
- Shoppers Drug Mart

From the same directory, Fuji Photo Film Canada has been known to hire for trade marketing specialists, and Carlton Cards Canada for assistant product manager, telesales manager, assistant marketing manager, marketing research analyst, and telemarketing representatives.

The 4 top Canadian marketing/advertising companies according to the *Big Book*:

1. Cossette Communications Group: www.cossette.com
2. Maxxcom: www.adbrands.net/ca/maxxcom_ca.htm
3. Marketel: www.marketel.com
4. Allard Johnson Communications: www.allard-johnson.com

Samples of previous job postings - Career Centre Online

Please note: These sample positions are no longer available (all delisted positions can be viewed at the Career Centre). For current opportunities (full-time, part-time, summer, volunteer) register with the Career Centre Online at www.utm.utoronto.ca/careers

Position Title: Promotions and Sales Reps
Company: Consumer Impact Marketing
Skills: Communication, Interpersonal, Management & Leadership
Location: All Across Canada

Number of Positions: 100

Compensation Range: From: \$ 10 To: \$ 12

Part/Full-time: Part-time Summer

Position Description: COOL SUMMER EMPLOYMENT OPPORTUNITIES FOR STUDENTS!! Consumer Impact Marketing is a dynamic sales, merchandising, events and promotions management company, recognized as being one of Canada's 50 Best Managed companies! We have approximately 400 awesome summer positions in locations all across the country. We're looking for motivated, outgoing, and responsible individuals who've got the drive to succeed to join our team. Our amazing roster of clients includes Pepsi, Microsoft XBOX, SoBE, Quaker, Tropicana, Gatorade, Schick, Guinness, Brisk, Fritos, Much Music, and Starbucks' Frappuccino, to name a few. Most positions require a valid drivers' license and a clean driver's abstract, as CIM will often provide promotional vehicles for employee use. If interested, please visit www.cimweb.com and complete the general online employment application.

Service: Graduating Students Employment Service

Position Title: Category Marketing Analyst

Company: Canadian Tire

Part-time/Full-time: Full-time

Position Duration: Permanent

Position Description: Canadian Tire is one of Canada's best known and most shopped retailers. We are an innovative, growing network of inter-related businesses engaged in retail, financial services and petroleum. Since our founding in 1922, Canadian Tire has grown from a small store into a national retail icon with more than 1,000 stores and gas bars across Canada. You are invited to take part in a new era for Canadian Tire - one that sets the course for a dynamic, growing company fuelled by all our businesses working together. We have set for ourselves the goal of being a top quartile retailer in North America - an organization where extraordinary people achieve extraordinary results.

Position Summary:

The Category Marketing Analyst contributes to the development and execution of an advertising plan that meets specific business objectives and corporate store brand strategies. The Category Marketing Analyst is responsible for the content of all Category Marketing vehicles: flyer, catalogue, assortment books, TV, radio, events.

Qualifications:

University Degree/College Diploma preferably in Marketing/Advertising

Self-starter who will pursue specific courses of action while exhibiting high motivation and a sense of urgency

Ability to establish rapport with others and build relationships that are beneficial in achieving work-related goals

Strong organization and planning skills with the ability to schedule people to tasks

Part-Time On-Campus Position: Marketing Assistants

Number of Vacancies: 3

U of T Campus: UT Mississauga Career Centre

Position Description: Want to work on-campus in September? Interested in a career in Communications? Marketing? Advertising? Want to develop organizational, leadership, communication and other valuable skills? Have strong interpersonal skills? Manage your time well? Able to work as part of a team? Join an exciting student services team and contribute to the UTM community!

THE POSITION - Increase participation in Career Centre services and events by developing and maintaining effective print and electronic marketing. Assist with special events e.g. Professional Schools Fair, Career Expo, career panels, etc. 10-12 hours per week on average during academic year

QUALIFICATIONS

- Familiar with Career Centre services and mission
- Excellent time and project management skills
- Above average written communication skills
- Computer literate (Word, Publisher, PowerPoint)
- Self-directed but teamwork skills too
- Excellent interpersonal and presentation skills
- Creative, innovative, reliable and very accurate
- Students from all programs welcome
- Completed second year with B average

Required: Participate in training.

Position Title: Assistant Brand Manager
Organization: PROCTER & GAMBLE INC
Service: Graduating Students Employment Service
Position Start Date: June 1, 2005
Information Session Date: Sep 30, 2004

Position Description: MARKETING - ASSISTANT BRAND MANAGER

Procter & Gamble is a leading global consumer goods company, marketing top brands including Tide, Pampers, Crest, and Mr. Clean. We strive to achieve superior consumer bonding from strong branding, marketing, and shopping experiences. We also strive to create a winning culture, where we provide the best training and development program in the consumer goods industry. We also leverage a diverse work force and celebrate it openly.

As an Assistant Brand Manager, you will develop breakthrough customer and consumer plans to grow our brands in the marketplace. This Assistant Brand Manager role is a challenging starting assignment, as you will manage a business (brand), and will develop marketing plans to win at store level and with the consumer.

Upon completing a 2-3 year assignment as an Assistant Brand Manager, you will have the opportunity to develop skills in other functions, like customer business development (sales). Through our open job posting system, you will be able to choose the right assignment for you.

As an Assistant Brand Manager you will join a team where local Canadian leaders like you interact with our Global Business Units in the pursuit of making our brands the undisputed market leaders. In this role you will be assigned to a brand, where you will be given responsibility for its growth. In managing this business, you will lead a cross-functional team, encompassing finance, sales, and marketing, to deliver results. In this role, you will be accountable to Canadian and US management for the business/brand you are managing.

The work will include analyzing the Canadian environment (consumer, customer, competitor) and coupled with the defined global brand strategies developed by our Global Business Units, create sustainable local market strategies and plans to grow the brand. These plans could include direct to consumer material, display material, sampling programs, regional development plans, initiative launch plans, and in-store demonstrations. In addition, you will understand and work with your top retail partners, to develop plans to ensure your brand wins at store level.

Procter & Gamble hires strong people who are flexible and interested in continually improving their knowledge and skills. We require people who possess outstanding leadership, interpersonal communication and problem solving skills. Ideal candidates have a proven track record of leadership and success in varied endeavors and a passion for winning. They thrive in both a team environment and autonomously.

Post secondary graduates from all disciplines are encouraged to apply.

Industry: Business Services. Consumer Packaged Goods

All selected candidates will be required to write a Problem Solving Test.
Procter & Gamble is an equal opportunity employer.

Web Site: www.pg.com/canada

Position Title: Public Relations / Marketing Assistant
Organization: TORONTO VEGETARIAN ASSOCIATION
Service: Summer Employment Service
Skills: Communication, Computer, Interpersonal, Organizational
Position Duration: Summer

Position Description: This position is an excellent opportunity for the right person to gain valuable hands-on training and experience in public relations, marketing, communications and event management.

Job description: Assisting with the promotion of the Toronto Vegetarian Association's 2003 Vegetarian Directory as well as the 2003 Vegetarian Food Fair. Duties will include: preparing and distributing media releases; coordinating and scheduling media interviews; responding to media and public inquiries; liaising with stakeholders (vegetarian-related businesses and organizations, keynote speakers, sponsors, organizers, etc.); plus related duties. Will work with computer applications such as FileMaker Pro, Word, plus various internet-related applications.

Qualifications: To qualify, applicants must: demonstrate a commitment to vegetarianism and an understanding of vegetarian issues; have an excellent telephone manner and strong communication skills; be at ease working with computers (Mac and IBM-compatible); be able to follow directions; have a high level of maturity and commitment to task; and be able to work with minimal supervision. Please include a cover letter with your resume describing which of the above qualifications you possess.

Web Site: www.veg.ca/foodfair Non-profit organization. **Discipline:** ANY Discipline.

Position Title: Career Development Officer - Marketing
Organization: U OF T - CAREER CENTRE (St. George Campus)
Service: Recent Graduates Employment Service
Date Listed: Aug 25, 2004
Skills: Analytical, Communication, Computer, Data Management, Organizational, Marketing Research Skills. Previous Marketing experience an asset.
Number of Positions: 1
Compensation: \$ 36664

Position Description: Under the general direction, and as a member of the Employer Relations and Marketing Workteam, works with the Associate Director to implement the Career Centre Marketing Plan and coordinate government job creation programs in the university community. Primary responsibilities include: researching under-represented industries and marketing University of Toronto students and recent graduates to potential employers and coordination of Career Information Days. Responsible for liaising with various levels of government to gather information regarding job creation programs and promoting appropriate programs to the university community and coordinating the application procedure. Responsible for conducting all aspects of the Career Centre annual Convocation Survey.

Industry: Education. **Degree:** Bachelors Level. **Discipline:** ANY Discipline / Commerce/Business

Additional Info: Knowledge of government job creation programs an asset, proven track record as a team player, Extensive experience using databases for Marketing Research, Knowledge of SPSS an asset, Advanced Microsoft office, Excellent telephone skills, Demonstrated organizational and administrative skills

Position Title: National Launch Marketing Assistant
Organization: YOUNG ENTREPRENEURS ASSOCIATION
Service: Volunteer Listings
Skills: Artistic, Communication, Creative, Interpersonal, Management & Leadership, Organizational
Area: Suburban West
Part-time/Full-time: Full-time
Position Duration: Temporary (<4 months)

Position Description: A tremendous opportunity is available for the right person for marketing the gala launch event for Young Entrepreneurs Association. This major event is the national launch for our Peer Mentorship Groups to help young entrepreneurs grow and succeed. This 300 person event will be simulcast across Canada in major cities and be attended by high profile business figures and government representatives. The Peel region event is happening at The Living Arts Center in Mississauga on September 23rd, 2004.

YEA's mission is to foster the true spirit of entrepreneurship by creating an environment in which young business owners can connect and support one another while growing successful businesses; where they are influenced by the most powerful source of information and motivation available - themselves. Young Entrepreneurs Association chapters are made of volunteers. These people volunteer their time to this professional organization since they strongly believe in what YEA does for young entrepreneurs.

You will be working with the board of directors and the national launch team to create an event to remember. The event has significant and challenging defined goals.

RESPONSIBILITIES

Assist the board:

- Develop marketing plans details in coordination with the national agenda
- Bring plans from concepts to the fully implemented stage
- Preparation of graphics, web pages, and print materials
- Market the event to the local community
- Post event follow-up
- Documentary of the event
- Core membership development
- Marketing programs for school membership select attendance
- Press releases and Public Service Announcements
- Obtain sponsorship for the event and promotional items
- Invitations and Signage

Discipline: ANY Discipline

MINIMUM REQUIRED EXPERIENCE

- Willingness to learn, incredible creativity, and ability to adapt are a MUST
- Understanding of the market planning process and branding
- Excellent oral and written communications skills
- Ability to interact professionally with members and sponsors

Web Site: www.yea.ca

SAMPLE ON-CAMPUS WORK-STUDY OPPORTUNITIES

The Work-Study Program provides students with an opportunity to meet financial needs and gain practical experience during the school year. In order to participate, a student MUST have: qualified for a 2004/2005 Ontario Student Loan from OSAP OR received a 2004/2005 UTAPS letter confirming eligibility AND be registered at U of T in at least 60% of a full course load. Students may be given special consideration for these positions if they don't meet basic eligibility but can demonstrate financial need; please ask for details. Positions are posted on the Career Centre Online in September (the day after Labour Day) and are usually filled by October.

Work-Study Position: UTM Student Centre Marketing Rep.

Organization: UTM - STUDENT CENTRE EVENTS

Skills: Communication, Computer, Creative, Interpersonal, Management & Leadership

Number of Vacancies: 2

Hours of work available/week: 12

U of T Campus: UT Mississauga

Position Description: Coordinate marketing of UTM Student Centre activities using newspaper advertising, newsletters, webpage creation/maintenance, UTM calendar maintenance, signage, contacts with UTM newspaper, radio station, and public affairs office, as well as other creative and innovative methods.

Work-Study Position: UTM Student Services Communications Rep

Organization: UTM - STUDENT AFFAIRS

Skills: Communication, Computer, Creative, Interpersonal, Organizational

Number of Vacancies: 1

U of T Campus: UT Mississauga

Position Description: Promote UTM student services (Student Affairs, Health Centre, services for students with disabilities, etc.) through campus media, web calendar, brochures, interaction with student leaders, signage and other postings. Rep would write content for Student Services Web Page with topics such as transit, special events.

Discipline: ANY Discipline

Hours of work available/week: 12

Work-Study Position: Communications Assist Sports Info/Media

Organization: U OF T - FACULTY OF PHYSICAL EDUCATION AND HEALTH

Number of Vacancies: 3

U of T Campus: St. George

Position Description: To assist in the promotion of Varsity Athletics to the University of Toronto campus, community and media. Duties include research, writing, web updates, game day preparation, and other duties around promotions, communication and media relations for Varsity Blues athletics.

SKILLS OR SPECIAL AREAS OF KNOWLEDGE: Creative; organizational; computer skills; communication skills. Applicants should have an interest in public relations and sports journalism. Able to work independently and as part of a diverse team.

Industry: Personal and Recreational Services

Hours of work available/week: 12

Special features about the hours of work: Flexibility in scheduling.

Some related job titles to careers in marketing:

- Purchasers and buyers
- Public relations specialist
- Services sales representative
- Management trainee
- Account representative
- Sales manager
- Trade show specialist
- Customer relations specialist
- Event planner

Check careercenter.com and other resources at the Career Centre for more information on these jobs.

Career Centre Resources

Print

- *Marketing Magazine* - new issues weekly!
- *Big Book of Marketing* (2002)
- *Careers in Marketing*, by Lila and Leslie Stair (2002)
- *The Harvard Business School Guide to Careers in Marketing* (2001)
- *Great Jobs for Business Majors*, by Stephen Lambert
- *Canadian Business: What's in an MBA?* By Rebecca Carpenter
- *Career Centre Binders* - compilation of marketing, advertising, public relations and other careers (ask one of our Career Assistants for help)
- Employment Directories
- Panel package for Careers in Writing & Communication (2004)

Panel Videos (videos of career/industry panels held at UTM and UT)

- CCIT Futures (2005)
- Careers in Marketing (2004)
- Careers in Writing & Communication (2004)
- Focus on Careers in Media & Communications (2001)

Services & Events

- Workshops: Resume and Cover Letter; Online Applications; Effective Interviews; Networking; Summer Job Search; Now that I'm Graduating, What's Next?
- Individual career counselling and job coaching (new!)
- Individual resume and cover letter critiques
- UTM Alumni Mentorship program
- Career Centre Extern program (job shadowing program)
- Networking Events and Employer Information Sessions
- Career Fairs: Volunteer, Career Expo, Summer Job Fair, Internship Fair, Professional Schools Fair, Teaching & Education Fair

Online

- Employment Services: Summer, Part-Time, Volunteer, Graduating Student (GSES) and Recent Graduates (RGES) for up to two years after convocation. Off-campus jobs and on-campus jobs including Work-Study opportunities. Register online at www.utm.utoronto.ca/careers
- Career Centre web site: sample resumes, careers by major information, events information, employer research sites, and much more!
- Career Cruising - electronic career information via Career Centre computers (ask one of our Career Assistants for help)
- Career Centre E-newsletter: sign up for our e-newsletter (via our home page) to get e-mailed about career events, jobs and more

Web Sites

- Canadian Marketing Association
www.the-cma.org
- Canadian Institute of Marketing
www.einstmarketing.ca
- Marketing Magazine Online
www.marketingmag.ca
- Strategy - the Canadian Marketing Report
www.strategymag.com
- Professional Market Research Society
www.pMrs-aprm.com
- Canadian Association of Marketing Research Organizations
www.camro.org
- Careers in Marketing
www.careers-in-marketing.com
- Marketing Canada Resource Directory
www.marketingcanada.com
- UTM Career Centre
www.utm.utoronto.ca/careers
- Undergraduate Commerce Society
www.ucsonline.ca

Further Education in Marketing

School	Program	Length	Co-op?
Sheridan College Institute of Technology and Advanced Learning	Post-diploma marketing management certificate	1 year	With co-op placement
Sheridan College Institute of Technology and Advanced Learning	Marketing administration diploma	2 years	With co-op placement
Humber College Institute of Technology and Advanced Learning	Marketing management post-grad certificate	1 year	With co-op placement
Humber College Institute of Technology and Advanced Learning	International marketing post-grad	8 months	With co-op placement
George Brown College	Business marketing analysis post-grad certificate	N/A	N/A
Centennial College	Marketing diploma	N/A	N/A
Ryerson University	Marketing management certificate	N/A	
University of Toronto, St. George	Managing marketing as competitive intelligence certificate	N/A	Offered through continuing education
York University	Marketing certificate	N/A	

NOTE: Please check the Marketing binder and Career Cruising at the Career Centre for admission requirements and other details about these programs. Information is subject to change.

For searchable data base of college programs, see UTM Career Centre website, Further Education—Colleges & Universities section at www.utm.utoronto.ca/careers