COMMERCE: MARKETING (BCom)

Department of Management

The Commerce Specialist program in Marketing is for students wanting to pursue marketing careers in any kind of organization. It covers courses in marketing management, market research and marketing consulting, consumer behaviour and pricing. Students will also have opportunities to attend workshops covering current technologies and tools related to brand management, social media, search and online marketing generally.

Career success upon graduation requires the social skills, professionalism and maturity developed through active participation in the extensive extra-curricular programming activities offered by the Department of Management, and our undergraduate societies. Activities include conferences, competitions, seminars and workshops.

MAKE THE MOST OF YOUR TIME AT UTM!

We want to help you maximize your university experience, so we’ve pulled together information and interesting suggestions to get you started. As you review the chart on the inside pages, note that many of the suggestions need not be restricted to the year they are mentioned. In fact, activities such as joining an academic society, engaging with faculty and seeking opportunities to gain experience should occur in each year of your study at UTM. Read through the chart and create your own plan using My Program Plan found at www.utm.utoronto.ca/program-plans

Programs of Study (POS)

- Specialist Program ERSPE2380 Commerce: Marketing (BCom)
- Specialist Program ERSPE2273 Commerce (BCom)
- Major Program ERMAJ1111 Commerce (Arts)

Check out...

What makes a marketing strategy successful? Take MGT354H5 to learn how to develop rigorous skills in marketing analysis. How does research aid marketing decision making? Find out in MGT453H5 – a course that studies marketing research from the perspective of the marketing manager.

What can I do with my degree?

The career you choose will depend on your experience and interests. Visit the Career Centre to explore your career options.

Careers for graduates: Brand manager; Public relations specialist; Media buyer; Marketing communications assistant; Events and promotions coordinator; Event planner; Field interviewer; Data analyst; Marketing research analyst; Internet marketer; Sales merchandiser; eMarketing specialist; Purchaser.

Workplaces: Consumer product companies; Professional services firms; Advertising; Telecommunication; Insurance and financial services; Media and broadcasting; Charities and non-profit organizations.
# COMMERCE: MARKETING

## SPECIALIST Program Plan

### 1ST YEAR
- **Plan Your Academics**
  - Enroll in courses: MGMT101HS, MGMT200HS, ECO100YS, and MATH135YS/135YS (or equivalent). Check out the Management department’s First-Year Success Guide.
  - Choose a program of study (Subject POS) once you complete 4.0 credits. Use the Degree Explorer Planner and the Academic Calendar to plan your degree.
  - Start strong and get informed with utmONE and LAUNCH through the Office of Student Transition. Join a ROGASC Peer Facilitated Study Group.
- **Build Skills**
  - Use the Co-Curricular Record (CCR). Search for opportunities beyond the classroom, and keep track of your accomplishments.
  - Attend the Get Experience Fair through the Career Centre (CC) to learn about on- and off-campus opportunities.
- **Build a Network**
  - Networking simply means talking to people and developing relationships with them. Start by joining the Undergraduate Commerce Society (UCS). Ask about the UCS BinMentorship program and BizFrosh.
  - Take part in the Professional Skills Development Program (PSDP). Check out the PSDP Events Calendar to stay up-to-date on Management events.
  - Attend events through the International Education Centre (IEC) to explore different cultures through food, music, and sport or through sight-seeing around the GTA.
- **Build a Global Mindset**
  - Attend the Program Selection & Career Options workshop offered by the Office of the Registrar and the CC. Check out Careers by Major at the CC to see potential career options. Attend the Management department’s Associate Yourself Fair.

### 2ND YEAR
- **Plan Your Academics**
  - In second year and higher, attain 7.5 credits in Management, 5.0 credits in Economics and 2.0 credits for the Writing Requirement. View the Academic Calendar for course options.
  - Consider applying for Research Opportunity Program (ROP) courses MGT290Y and MGT290Y. Visit the ECO website for ROP Course Prerequisites. Attend the ROGASC's P.A.R.T. to enhance your research skills.
- **Build Skills**
  - Use the Career Learning Network (CLIN) to find postings for on- and off-campus work and volunteer opportunities as well as Work-Study.
  - Visit the Li Koon Chun Finance Learning Centre (FLC) to access to specialized resources and databases (Innovation Complex, Rm. L1245).
  - Do you have a professor you really like or connect with? Ask them a question during office hours. Discuss an assignment. Go over lecture material. Don’t be shy! Learn Tips On How to Approach a Professor available through the Experiential Education Office (EOO).
- **Build a Network**
  - Attend the Management department’s 2nd year Momentum Conference.
  - Embark on a UTM Abroad Co-Curricular Experience to Bangkok through the IEC. Travel with a faculty member and learn about one of Thailand’s most successful community-based tourism initiatives.
  - Prefer traveling in Canada? Check out the IEC’s UTM Across Canada program.

### 3RD YEAR
- **Plan Your Academics**
  - Ensure you are enrolling in courses that fulfill the program requirements of your degree. View the Academic Calendar for course options.
  - Throughout your undergraduate degree:
    - use the Degree Explorer to ensure you complete your degree and program requirements.
    - use the Office of the Registrar and the Management Academic Advisor for assistance.
- **Build Skills**
  - Establish a professional presence on social media (e.g., LinkedIn).
  - Meet industry professionals within your desired profession. Attend the SMA and UCS Business Banquet - the largest networking event offered to UTM business students.
- **Build a Network**
  - Earn credits overseas! Study for a summer, term or year at one of 120 universities including Copenhagen Business School and Paris Dauphine University (Paris 9). Speak to the IEC for details about Course Based Exchange and funding.
- **Build a Global Mindset**
  - Why not work abroad? Read up on worldwide employment trends and industry outlooks through GeoGlobal. Attend the Go Global Expo to learn about opportunities. See if you are eligible for International Experience Canada.
- **Plan for Your Future**
  - What’s your next step after undergrad?
  - Considering further education? Research application requirements, prepare for admission tests (LSAT, GMAT), and research funding options (OGS, SSHRC).
  - Get ready for on-campus recruitment opportunities. See the CC Events Calendar for the Resume & Cover Letter Workshop, resume critiques, and the Effective Interview Workshop.
  - Attend the CC workshop Now That I’m Graduating What’s Next?
Skills developed in Commerce: Marketing

To be competitive in the job market, it is essential that you can explain your skills to an employer. Visit the Career Centre to learn how to articulate and market the following skills:

- **Communication:** prepare and make oral presentations; write detailed reports; and convey concepts and ideas accurately.
- **Research & analytical:** attention to detail; critical and analytical thinking; evaluate ideas and research; statistical analysis; and computer modeling.
- **Problem-solving:** decision making and interpret research and data.
- **Organizational:** time management; manage multiple priorities during peak times; and application of theoretical knowledge in practical settings (e.g. via internships).

Get involved

Check out student organizations on campus. Here are a few:

- UTM Student Management Association (SMA)
- UTM Undergraduate Commerce Society (UCS)
- DECA UTM
- UTM Business Consulting Association (BCA)
- UTM Student Union (UTMSU)
- UTM Athletics Council (UTMAC)

For a listing of clubs on campus visit www.utm.utoronto.ca/clubs.

Services that support you

- AccessAbility Services (AS)
- Career Centre (CC)
- Centre for Student Engagement (CSE)
- Department of Management, Professional Development & Learning Centre (PDLC)
- Experiential Education Office (EEO)
- Health & Counselling Centre (HCC)
- Indigenous Centre (IC)
- International Education Centre (IEC)
- Li Koon Chun Finance Learning Centre (FLC)
- Office of Student Transition (OST)
- Office of the Registrar (OR)
- Recreation, Athletics and Wellness Centre (RAWC)
- Robert Gillespie Academic Skills Centre (RGASC)
- UTM Library, Hazel McCallion Academic Learning Centre (HMALC)

Department of Management

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www.utm.utoronto.ca/management

FUTURE STUDENTS

Admission to UTM

All program areas require an Ontario Secondary School Diploma, or equivalent, with six Grade 12 U/M courses, or equivalent, including English. The admission average is calculated with English plus the next best five courses. The Grade 12 prerequisites for this program are Advanced Functions and Calculus. The approximate average required for admission is mid-80s. More information is available at utm.utoronto.ca/viewbook.

**NOTE:** During the application process, applicants will select the Commerce admissions category, but will not officially be admitted to a formal program of study (Specialist, Major, and/or Minor) until after first year.

Sneak Peek

What are the principles of marketing? Find out in MGT252H5! Get introduced to the basic concepts of market definition, consumer behaviour, and the principal marketing functions: product line development, pricing, distribution, promotion, salesforce management, advertising, research, and planning. Expand your understanding of Financial Accounting in MGT220H5. This course uses cases to develop critical thinking and communication skills. Topics of study include accounting for assets, and valuation of bonds.

Courses are taught by internationally recognized scholars and educators with outstanding academic and professional qualifications.

Student Recruitment & Admissions

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