

# Careers by Major - Marketing



This document serves as a starting point for your career research. Each Careers by Major page provides lots of ideas on various career areas, as well as how to gain related skills and experience. Useful resources and job samples are also provided. Visit us in the Career Centre to find out more about career areas that interest you.

Last updated: June 2018.

## Sample Occupations and Jobs

Below is a sample of the many types of occupations and jobs pursued by graduates of this program.

### Sample Occupations

Note: This is not an exhaustive list. Detailed career profiles are available in the Career Centre. Some occupations require further education and experience.

#### Product Marketing

Field Service Director  
Brand Manager  
Promotions Manager  
Forecast Analyst  
Marketing Analyst  
Project Manager  
Account Manager  
Fashion Retailer\*

#### Market Research

Marketing Research Analyst\*  
Marketing Research Director  
Field Interviewer

#### Advertising/Public Relations

Advertising Account Executive\*  
Public Relations Specialist\*  
Media Buyer\*  
Coordinator Communications  
Marketing Communic. Assistant  
Events and Promotion Coord.  
Strategy Planner  
Event Planner\*  
Communications Specialist\*

#### Other

Sports Marketer\*  
Internet Marketer  
Sales Merchandiser  
Fundraiser\*  
eMarketing Specialist  
Traffic Communicator  
Multimedia Designer  
Media Planner  
Copywriter  
Agent\*  
Arts Administrator\*  
Entrepreneur\*  
IT Project Manager\*  
Marketing Specialist\*  
Media Buyer\*  
Purchaser\*  
Researcher\*  
Telemarketer\*

### Sample Job Listings

Below is a sample of positions that have been promoted within the Career Centre. To access current postings, login to CLN at [www.cln.utoronto.ca](http://www.cln.utoronto.ca) and click on Jobs.

- Senior Analyst, Marketing Analytics, Sears Canada
- Market Research Analyst, Medtech Solutions
- Membership Coordinator, Institute for Performance and Learning
- Communications Coordinator, WE
- Gallery Outreach Assistant, Blackwood Gallery, UTM
- PR Coordinator, Evergreen
- Volunteer and Promotions Associate, Canadian Opera Company
- Commerce Officers, Global Affairs Canada
- Event Representative, Canada Pure
- Marketing & PR Intern, Ontario Produce Marketing Association
- Proposal Writer, Canadian Race Relations Foundation
- Product Marketing Specialist, TELUS
- Student Ambassador, Office of the Registrar, UTM
- Branding & Advertising Analyst, Petro-Canada
- Advertising Executive, The Varsity

### Sample Areas of Employment

- Consumer product companies
- Professional services firms
- Advertising agencies
- Computer and telecommunication companies
- Insurance and financial services companies
- Universities and colleges
- Media and broadcasting organizations
- Charities and non-profit organizations

\* View these titles at Career Cruising, available on CLN ([cln.utoronto.ca](http://cln.utoronto.ca)) under the Resources tab.

## Program-Related Skills

Academic courses in this program provide opportunities to develop the following types of skills. Make a career counselling or an employment strategy appointment to discuss how you can demonstrate these skills to employers.

- **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).

## Explore Careers & Build Networks

### Career Exploration 101

Take our 15 minute online module available at [utm.utoronto.ca/careers/career-planning/career-exploration](http://utm.utoronto.ca/careers/career-planning/career-exploration) and attend the Career Exploration Part 2 in-person workshop read about how you can gain access to UTM's career exploration programs:

- Extern Job Shadowing
- In The Field

### Informational Interviews

Informational interviews are a great way to connect with professionals in a career area of interest and gain valuable insights about a career, company, or industry that would otherwise be difficult to find in books or online. Check out our tip sheet to learn more.

### Alumni Profiles

Check out our Alumni Profiles page with submissions from UTM grads to find out how their experiences have affected their career direction.

### Events

Attending career panels, networking events, employer info sessions, and career fairs is a great way to meet professionals and learn more about careers, companies, and industries. Login to CLN and click on Events & Workshops to see what's coming up.

### Talk to Professors

Connecting with your professors can be a great way to explore the different paths a major can lead you to, as well as learn about possible opportunities for research, volunteering, or becoming a TA. Drop by during their office hours or request an appointment.

### Student Organizations

Join a student club or an academic society at UTM to meet like-minded people, explore your interests, and gain valuable skills. To view a list of current clubs and societies, visit the Centre for Student Engagement online. Some organizations you may consider are:

- Student Management Association
- Undergraduate Commerce Society
- DECA UTM
- DEM Society

### LinkedIn

Create a LinkedIn profile to connect with professionals in various fields, explore the career paths of UTM alumni, research employers, apply for specific positions, and more. Need help? Come to the Career Centre to book a LinkedIn profile critique.

### Professional Associations

There are many benefits of becoming a member of association(s), such as developing a network of contacts, learning about industry trends, accessing industry-related job postings, and stating your affiliation on your resume. Some associations related to this major are:

- Canadian Marketing Association (CMA)
- Canadian Association of Marketing Professionals (CAMP)
- Canadian Internet Marketing Association (CIMA)

## Get Experience

Get some experience and exposure to the industry while being a student. This will increase your chances of finding a job after graduation, while helping you decide what area might be most suitable for you.

## Crack the Hidden Job Market

Networking is an essential element of job search today, as most jobs are not advertised. While you should still apply for positions you find online, building relationships with professionals is a proven way to access the "hidden job market" with some of the most desirable opportunities.

Attend the "Learn to Network" workshop to discover proven techniques to effectively introduce yourself and make contacts.

## On-Campus

### On-Campus Opportunities Booklet

Check out the On-Campus Opportunities booklet on [www.utm.utoronto.ca/careers/on-campus-opportunities](http://www.utm.utoronto.ca/careers/on-campus-opportunities) to view a list of some of the ways you can get valuable experience on campus.

### Work Study Positions

The work study program provides eligible students with an opportunity to work on campus during the academic year and gain experience. Many departments use this program to hire UTM students during the Fall/Winter and Summer terms.

### Part Time and Volunteer Positions

- Attend the annual Get Experience Fair
- Check out our binder with detailed information on volunteer opportunities; available in the Career Centre
- Learn about the Co-Curricular Record (CCR), which can help you find opportunities beyond the classroom and have your skills and experiences captured on an official document; go to [www.ccr.utoronto.ca](http://www.ccr.utoronto.ca) to find out how you can get involved

### Student Organizations

Join a student club or an academic society at UTM to meet like-minded people, explore your interests, and gain valuable skills. To view a list of current clubs and societies, visit the Centre for Student Engagement at [www.utm.utoronto.ca/student-life/student-organizations](http://www.utm.utoronto.ca/student-life/student-organizations).

## Off-Campus

### Internships, Summer, Part Time and Volunteer Positions

- Check out our binders with detailed information on internships and volunteer opportunities; available in the Career Centre
- Login to Career Learning Network (CLN) and click on Jobs to access current postings advertised to UofT students
- Attend the annual Get Hired: Summer and Full-Time Jobs Fair
- Consider taking an academic internship course through your department
- Check out Government of Ontario - Job Programs for Youth Summer Employment Programs' web page
- Review our Internships, Summer Employment Programs, and Summer Job Search tip sheets at [utm.utoronto.ca/careers/tip-sheets](http://utm.utoronto.ca/careers/tip-sheets)

### Full Time Positions

- Login to CLN and click on Jobs to access current postings advertised to graduating students and recent UofT grads. Note: You must attend the "Now That I'm Graduating, What's Next?" workshop to gain access to these postings.
- Attend the annual Get Hired: Summer and Full-Time Jobs Fair
- Check out our list of industry-specific job boards on [www.utm.utoronto.ca/careers/jobs/jobs-resources-links](http://www.utm.utoronto.ca/careers/jobs/jobs-resources-links)

## Useful Resources & Next Steps

### Appointments

- Attend a one-on-one appointment with a career counsellor or an employment strategist to discuss what career options might work for you and determine a job search plan. Contact the Career Centre for more information.
- Meet with an academic or departmental advisor, who can guide you in achieving academic success. Contact the Office of the Registrar or your department for more information.

### Additional Web Resources

- [Careers-in-Marketing.com](http://Careers-in-Marketing.com)
- [TalentEgg - Sales and Marketing Career Guide](#)
- [Jobpostings.ca](http://Jobpostings.ca) - Career Guides in Marketing, Sales, Consulting, and more
- [Robert Half - 2017 Creative Industry Salary Guide](#)
- [CareerProfiles - Careers in Advertising, Marketing, PR, and Sales Management](#)
- [Canada's Top 100 Employers for Young People](#)
- [Marketing Magazine - www.marketingmag.ca](http://Marketing Magazine - www.marketingmag.ca)

### Career Resource Library

The Career Resource Library contains information about a wide range of occupations in all industries, resume and cover letter resources, effective work search methods, graduate/professional school preparation guides, and more. Located in DV 3094.

### Career Planning by Year

Look for our Career Planning by Year web page on [www.utoronto.ca/careers/career-planning](http://www.utoronto.ca/careers/career-planning) for ideas of important career related activities for each year.

### Questions?

Visit the UTM Career Centre located in DV 3094, call 905-828-5451, or visit [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers).

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