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.

We want to help you maximize your university experience, so we’ve pulled together information and interesting suggestions to get you started, although there are many more! 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

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.

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

**Academics**
- Excel in MGMT120H5, MGMT130H5, ECO301H5, and ECO302H5. MAT135H5 or MAT136H5.
- Choose a program of study (Subject POS) once you complete 4.0 credits and meet the weighted average. Use the Degree Explorer and the Academic Calendar to plan your degree.
- Develop foundational academic skills and strategies by enrolling in a utmONE course.

**Build a Network**
- Use the Co-Curricular Record (CCR). Search for opportunities beyond the classroom, and keep track of your accomplishments.
- Attend the Get Hired Fair through the Career Centre (CC) to learn about on- and off-campus opportunities.
- Attend the Experiential Education Fair.

**Build a Global Mindset**
- Networking simply means talking to people and developing relationships with them. Start by joining the Innovative Business Association (IBA). Ask about the UCS BumEntertainment program and BumFest.
- Do you have a professor you really like or connect with? Learn Tips On How to Approach a Professor available through the Experiential Education Unit (EEU).
- Engage with the many programs offered by the International Education Centre (IEC), whether you are an international or domestic student.
- Consider joining the Canada Eh? day trips or English Language Conversation Circles to deepen your global mindset.
- First-year international students can also take advantage of ThriveWeek, a one-day conference dedicated to helping you start your UTM journey successfully.

**Plan for Your Future**
- 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.
- Participate in Subject POS Information sessions to get an idea of which program is best for you.

## 2ND YEAR

**Academics**
- In second year and higher, attain 8.5 credits in Management, 5.0 credits in Economics. View the Academic Calendar for course options.
- Consider applying for Research Opportunity Program (ROP) courses MGT1299Y and MGT1399Y. Visit the EEU website for ROP Course Prerequisites. Attend the RGASC's PART to enhance your research skills.

**Build a Network**
- Use the Career & Co-Curricular Learning Network (CLNs) to find postings for on- and off-campus work and volunteer opportunities as well as Work-Study.
- Attend the Li Koon Chun Finance Learning Centre (FLC) for access to specialized resources and databases.

## 3RD YEAR

**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 a Network**
- Build a network of industry professionals within your desired profession.
- Attend the IEC Business Banquet - the largest networking event offered to UTM business students.

**Plan for Your Future**
- Establish a professional presence on social media (e.g., LinkedIn).
- Meet industry professionals within your desired profession. Attend the IEC Business Banquet - the largest networking event offered to UTM business students.

## 4TH OR FINAL YEAR

**Academics**
- Consider a practical work-based experience through MGT480H5 Internship course. Sign up for MGT480H5 on ACORN and attend the Orientation Session in the fall.
- Take MGT450 which explores the various digital marketing strategies in the context of online and mobile advertising platforms.
- Log on to ACORN and request graduation.

**Build a Network**
- Skills are transferrable to any job regardless of where you develop them. Do you want some hands-on design experience? Investigate the CSE Student Outreach Assistant position.
- Engage in programs like ISTEP and THRIVE to support your transition out of the University!

**Plan for Your Future**
- Resources: Visit the IEC to strengthen and enhance your intercultural skill set through Global and Intercultural Fluency Training Series (GIFTS) and prepare for a future in global citizenship. Learn about communication skills in global citizenship. Learn about and prepare for a future UTM Broad Experience through the IEC to strengthen and enhance your intercultural skill set, and learn about other cultures while sharing your own view of the world.
- Take MGT450 which explores the various digital marketing strategies in the context of online and mobile advertising platforms.

---

*Consult the Academic Calendar for greater detail on course requirements, program notes and degree requirements.*

---

**HOW TO USE THIS PROGRAM PLAN**

Read through each year. Investigate what appeals to you here and in any other Program Plans that apply to you.

Visit [www.utm.utoronto.ca/program-plans](http://www.utm.utoronto.ca/program-plans) to create your own plan using My Program Plan. Update your plan yearly.
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 the 100+ student organizations on campus. Here are a few:

- Innovative Business Association (IBA)
- UTMM Competition (UTMMC) Team
- ACE UTM
- UTM Student Union (UTMSU)
- UTM Athletics Council (UTMAC)
- UTM Capital Management (UTMCM)

For a listing of clubs on campus visit the Student Groups and Societies Directory

Services that support you

- Accessibility Services (AS)
- Career Centre (CC)
- Centre for Student Engagement (CSE)
- Professional Development & Learning Centre (PDLCL), Department of Management
- Equity, Diversity & Inclusion Office (EDID)
- Experiential Education Unit (EEU)
- Health & Counselling Centre (HCC)
- Indigenous Centre (IC)
- International Education Centre (IEC)
- Li Koon Chun Finance Learning Centre (FLC)
- 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

Kanef Centre, KN216
University of Toronto Mississauga
3359 Mississauga Rd
Mississauga ON Canada L5L 1C6
(905) 569-4455
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. In MGT451H5, learn about the fastest growing sector of the economy and develop tools to analyze strategic problems within a business. Think about new strategic opportunities for businesses in the digital age.

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

Student Recruitment & Admissions

Innovation Complex, Room 1270
University of Toronto Mississauga
3359 Mississauga Rd
Mississauga ON Canada L5L 1C6
905-828-5400
www.utm.utoronto.ca/future-students