

# 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](http://www.utm.utoronto.ca/program-plans)

### Programs of Study (POSt)

- 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

### 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.



	1 <sup>ST</sup> YEAR	2 <sup>ND</sup> YEAR
PLAN YOUR ACADEMICS*	<p>Enrol in courses MGM101H5, MGT120H5, ECO100Y5, and MAT133Y5/ 135Y5 (or equivalent). Check out the Management department's <b>First-Year Success Guide</b>.</p> <p>Choose a program of study (Subject POST) once you complete 4.0 credits. Use the <b>Degree Explorer Planner</b> and the <b>Academic Calendar</b> to plan your degree.</p> <p>Start strong and get informed with <b>utmONE</b> and <b>LAUNCH</b> through the Office of Student Transition. Join a <b>RGASC Peer Facilitated Study Group</b>.</p>	<p>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 <b>Academic Calendar</b> for course options.</p> <p>Consider applying for <b>Research Opportunity Program (ROP)</b> courses MGT299Y and MGT399Y. Visit the EEO website for <b>ROP Course Prerequisites</b>. Attend the RGASC's <b>P.A.R.T.</b> to enhance your research skills.</p>
BUILD SKILLS	<p>Use the <b>Co-Curricular Record (CCR)</b>. Search for opportunities beyond the classroom, and keep track of your accomplishments.</p> <p>Attend the <b>Get Experience Fair</b> through the Career Centre (CC) to learn about on- and off-campus opportunities.</p>	<p>Use the <b>Career Learning Network (CLN)</b> to find postings for on- and off-campus work and volunteer opportunities as well as <b>Work-Study</b>.</p> <p>Visit the <b>Li Koon Chun Finance Learning Centre (FLC)</b> for access to specialized resources and databases (Innovation Complex, Rm. L1245).</p>
BUILD A NETWORK	<p>Networking simply means talking to people and developing relationships with them. Start by joining the <b>Undergraduate Commerce Society (UCS)</b>. Ask about the UCS BizMentorship program and BizFrosh.</p> <p>Take part in the <b>Professional Skills Development Program (PSDP)</b>. Check out the <b>PSDP Events Calendar</b> to stay up-to-date on Management events.</p>	<p>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 <b>Tips On How to Approach a Professor</b> available through the Experiential Education Office (EEO).</p> <p>Attend the Management department's 2nd year <b>Momentum Conference</b>.</p>
BUILD A GLOBAL MINDSET	<p>Attend events through the <b>International Education Centre (IEC)</b> to explore different cultures through food, music, and sport or through sight-seeing around the GTA.</p>	<p>Embark on a <b>UTM Abroad Co-Curricular Experience</b> to Bangkok through the IEC. Travel with a faculty member and learn about one of Thailand's most successful community-based tourism initiatives.</p> <p>Prefer traveling in Canada? Check out the IEC's <b>UTM Across Canada</b> program.</p>
PLAN FOR YOUR FUTURE	<p>Attend the <b>Program Selection &amp; Career Options</b> workshop offered by the Office of the Registrar and the CC.</p> <p>Check out <b>Careers by Major</b> at the CC to see potential career options. Attend the Management department's Associate Yourself Fair.</p>	<p>Explore careers through the CC's <b>Extern Job Shadowing Program</b>. Visit the <b>Professional Development &amp; Learning Centre</b> in KN207A.</p> <p>Considering <b>further education</b>? Attend the CC's <b>Graduate and Professional Schools Fair</b>. Talk to professors – they are potential mentors and references.</p>

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

3 <sup>RD</sup> YEAR	4 <sup>TH</sup> OR FINAL YEAR
<p>Ensure you are enrolling in courses that fulfill the program requirements of your degree. View the <b>Academic Calendar</b> for course options.</p> <p>Throughout your undergraduate degree:</p> <ul style="list-style-type: none"> <li>use the <b>Degree Explorer</b> to ensure you complete your degree and program requirements.</li> <li>see the <b>Office of the Registrar</b> and the <b>Management Academic Advisor</b> for assistance</li> </ul>	<p>Consider a practical work-based experience through MGT480H5 Internship course. Sign up for MGT480H5 on ACORN and attend the Mandatory Orientation Session.</p> <p>Log on to ACORN and request graduation.</p>
<p>Do you have innovative business ideas? Visit <b>ICUBE</b> in the lower level of the Innovation Complex to receive expert advice.</p>	<p>Skills are transferrable to any job regardless of where you develop them. Do you want some hands-on design experience? Investigate the IEC <b>Marketing &amp; Design Assistant</b> position.</p>
<p>Establish a professional presence on social media (e.g., LinkedIn).</p> <p>Meet industry professionals within your desired profession. Attend the SMA and UCS Business Banquet - the largest networking event offered to UTM business students.</p>	<p>Join a professional association. Check out the <b>Canadian Association of Marketing Professionals</b>.</p> <p>Go to a conference such as UCS's Ready Set Market and the Management department's Graduating NET-WORK Conference.</p>
<p>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 <b>IEC</b> for details about <b>Course Based Exchange</b> and funding.</p>	<p>Why not work abroad? Read up on worldwide employment trends and industry outlooks through <b>GoGlobal</b>. Attend the <b>Go Global Expo</b> to learn about opportunities. See if you are eligible for <b>International Experience Canada</b>.</p>
<p>What's your next step after undergrad?</p> <p>Entering the workforce? Evaluate your career options through a <b>CC Career Counselling appointment</b>. Create a job search strategy — book a <b>CC Employment Strategies appointment</b>.</p> <p>Considering further education? Research application requirements, prepare for admission tests (LSAT, GMAT), and research funding options (OGS, SSHRC)</p>	<p>Get ready for on-campus recruitment opportunities. See the <b>CC Events Calendar</b> for the Resume &amp; Cover Letter Workshop, resume critiques, and the Effective Interviews Workshop.</p> <p>Attend the CC workshop <b>Now That I'm Graduating What's Next?</b></p>

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# COMMERCE: MARKETING

## 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](http://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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(905) 569-4455  
[www.utm.utoronto.ca/management](http://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](http://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

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](http://www.utm.utoronto.ca/future-students)

