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

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

1ST YEAR

**PLAN YOUR ACADEMICS**

- Enroll in courses MGMT11H5, MGMT12H5, ECON100Y5, and MAT135Y5/135Y5 (or equivalent). Check out the Management department’s First Year Success Guide.
- Choose a program of study (Subject PSU) 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 uToolsONE and LAUNCH through the Centre for Student Engagement (CSE). Join a RGASC 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 IMI Business Association (IBA). Ask about the UCS BizMembership program and BizExec.
- 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).
- Attend events held by the International Education Centre (IEC), whether you are an international or domestic student. Explore different cultures through food, music, 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.
- Take part in Try It Week - a week of mock lectures - to get an idea of which program is best for you. For more details, check the First Year Guide.

**PLAN FOR YOUR FUTURE**

- 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 the Research Opportunity Program (ROP) courses MGMT299Y and MGMT399Y. Visit the CSE website for ROP Course Prerequisites. Attend the RGASC’s P.A.R.T. to enhance your research skills.
- Use the Career Learning Network (CLN) to find postings for on- and off-campus work and volunteer opportunities as well as Work-Study.

**3RD YEAR**

- Attend the Management department’s 2nd year Momentum Conference.
- Take part in the Professional Skills Development Program (PSDP). Check out the PSDP Events Calendar to stay up-to-date on Management events.
- Embark on a UTM Abroad Experience through the IEC. Take advantage of this opportunity to travel as part of a class, or a co-curricular opportunity, and learn about a topic of interest in a unique location.
- Earn credits overseas! Study for a summer, term or year at one of 120 universities. Talk to the IEC’s Global Mobility Coordinator about Course Based Exchange and find which schools and courses are the best fit for you.

**4TH OR FINAL YEAR**

- Consider a practical work-based experience through MGMT480H5 Internship course. Sign up for MGMT480H5 on ACORN and attend the Mandatory Orientation Session in the fall.
- Skills are transferable to any job regardless of where you develop them. Do you want some hands-on design experience? Investigate the CSE Student Outreach Assistant position.
- Establish a professional presence on social media (e.g., LinkedIn).
- Meet industry professionals within your desired profession. Attend the IBA Business Banquet - the largest networking event offered to UTM business students.
- Join a professional association. Check out the Canadian Association of Marketing Professionals.
- Go to a conference such as Ready, Set, Market! or Show Me the Green.
- Why not work abroad? Read up on worldwide employment trends and industry outlooks through GoGiglobal. Attend the Go Global Expo to learn about opportunities. See if you are eligible for International Experience Canada.

**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 to create your own plan using My Program Plan. Update your plan yearly.

Visit www.utm.utoronto.ca/program-plans for the online version and links.

Revised on: 6/5/2019
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:

- IMI Business Association (IBA)
- DECA UTM
- 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

- Accessibility Services (AS)
- Career Centre (CC)
- Centre for Student Engagement (CSE)
- Professional Development & Learning Centre (PDLC), Department of Management
- 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

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[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**

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