

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, 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

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.



	1 ST YEAR	2 ND YEAR	3 RD YEAR	4 TH OR FINAL YEAR
PLAN YOUR ACADEMICS*	<p>Enrol in courses MGM101H5, MGT120H5, ECO100Y5, and MAT133Y5/ MAT135H5, MAT136H5 (or equivalent).</p> <p>Choose a program of study (Subject POST) once you complete 4.0 credits. Use the Degree Explorer and the Academic Calendar to plan your degree.</p> <p>Start strong and get informed with utmONE and LAUNCH through the Centre for Student Engagement (CSE). Join a RGASC Peer Facilitated Study Group.</p>	<p>In second year and higher, attain 7.5 credits in Management, 5.0 credits in Economics. View the Academic Calendar for course options.</p> <p>Consider applying for Research Opportunity Program (ROP) courses MGT299Y and MGT399Y. Visit the EEU website for ROP Course Prerequisites. Attend the RGASC's P.A.R.T. to enhance your research skills.</p>	<p>Ensure you are enrolling in courses that fulfill the program requirements of your degree. View the Academic Calendar for course options.</p> <p>Throughout your undergraduate degree:</p> <ul style="list-style-type: none"> use the Degree Explorer to ensure you complete your degree and program requirements. see the Office of the Registrar and the Management Academic Advisor for assistance 	<p>Consider a practical work-based experience through MGT480H5 Internship course. Sign up for MGT480H5 on ACORN and attend the Mandatory Orientation Session in the fall.</p> <p>Log on to ACORN and request graduation.</p>
BUILD SKILLS	<p>Use the Co-Curricular Record (CCR). Search for opportunities beyond the classroom, and keep track of your accomplishments.</p> <p>Attend the Get Experience Fair through the Career Centre (CC) to learn about on- and off-campus opportunities.</p>	<p>Use the Career Learning Network (CLNx) to find postings for on- and off-campus work and volunteer opportunities as well as Work-Study.</p> <p>Visit the Li Koon Chun Finance Learning Centre (FLC) for access to specialized resources and databases (Innovation Complex, Rm. L1245).</p>	<p>Do you have innovative business ideas? Visit ICUBE in the lower level of the Innovation Complex to receive expert advice.</p> <p>Explore your interests. Consider becoming a Wellness Ambassador with the Health & Counselling Centre's Outreach and Special Events team.</p>	<p>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.</p>
BUILD A NETWORK	<p>Networking simply means talking to people and developing relationships with them. Start by joining the IMI Business Association (IBA). Ask about the UCS BizMentorship program and BizFrosh.</p> <p>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).</p>	<p>Accept your Quercus invitation to gain access to UTMM events and info including the Momentum Conference.</p> <p>Take part in the Professional Skills Development Program (PSDP). Check out the PSDP Events Calendar.</p> <p>Apply to the Certificate in Effective Business Practices and Leadership Skills. Certificate requirements include a 4-month paid work placement.</p>	<p>Establish a professional presence on social media (e.g., LinkedIn).</p> <p>Meet industry professionals within your desired profession. Attend the IBA Business Banquet - the largest networking event offered to UTM business students.</p>	<p>Join a professional association. Check out the Canadian Association of Marketing Professionals.</p> <p>Go to a conference such as Ready, Set, Market! or Show Me the Green.</p>
BUILD A GLOBAL MINDSET	<p>Attend events held by the International Education Centre (IEC), whether you are an international or domestic student. Explore your culture and other cultures through weekly/regular conversations, Language Conversation Circles, debates, and activities to enhance your global and intercultural mindset.</p>	<p>Engage in programs like the Global and Intercultural Fluency Training Series (GIFTS) or learn about and prepare for a future UTM Abroad Experience through the IEC to strengthen and enhance your intercultural skill set, and learn about other cultures while sharing your own!</p>	<p>Earn degree credits overseas! Apply to study for a summer, term or year at one of 140+ universities. Speak to the IEC for details about Course Based Exchange, funding and travel safety.</p>	<p>Learn about working abroad. Read up on worldwide employment trends and industry outlooks through GoInGlobal. Attend the Go Global Expo to learn about opportunities. See if you are eligible for International Experience Canada.</p>
PLAN FOR YOUR FUTURE	<p>Attend the Program Selection & Career Options workshop offered by the Office of the Registrar and the CC.</p> <p>Check out Careers by Major at the CC to see potential career options. Attend the Management department's Associate Yourself Fair.</p> <p>Take part in Try it Week - a week of mock lectures - to get an idea of which program is best for you.</p>	<p>Explore careers through the CC's Job Shadowing Program. Visit the Professional Development & Learning Centre on the second floor of the Kaneff Centre.</p> <p>Considering further education? Attend the CC's Graduate and Professional Schools Fair. Talk to professors – they are potential mentors and references.</p>	<p>What's your next step after undergrad?</p> <p>Entering the workforce? Evaluate your career options through a CC Career Counselling appointment. Create a job search strategy — book a CC Employment Strategies appointment.</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 CC Events Calendar for the Resume & Cover Letter Workshop, resume critiques, and the Effective Interviews Workshop.</p> <p>Attend the CC workshop Now That I'm Graduating What's Next?</p>

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

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 the 100+ student organizations on campus. Here are a few:

- IMI Business Association (IBA)
- DECA UTM
- UTM Student Union (UTMSU)
- UTM Athletics Council (UTMAC)
- UTM Capital Management (UTMCM)

For a listing of clubs on campus visit 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

Innovation Complex, Room 2270
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. 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

