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!

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.

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 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**

<table>
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<tr>
<th>PLAN YOUR ACADEMICS*</th>
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<th>BUILD A NETWORK</th>
<th>BUILD A GLOBAL MINDSET</th>
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<td>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. Networking simply means talking to people and developing relationships with them. Start by joining the IMI Business Association (IBA). Ask about the UCS Bi-Mentorship program and BizRush. 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).</td>
<td>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.</td>
<td>Attend the Program Selection &amp; 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.</td>
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**2ND YEAR**

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<td>Use the Career Learning Network (CLIN) to find postings for on- and off-campus work and volunteer opportunities as well as Work-Study. Visit the Li Koon Chan Finance Learning Centre (FLEC) for access to specialized resources and databases (Innovation Complex, Rm. L1245). 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.</td>
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<td>Explore careers through the CC’s Extern Job Shadowing Program. Visit the Professional Development &amp; Learning Centre in KNGOYA. Considering further education? Attend the CC’s Graduate and Professional Schools Fair. Talk to professors – they are potential mentors and references.</td>
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**3RD YEAR**

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**4TH OR FINAL YEAR**

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

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**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.

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**WHAT’S NEXT**

- **1ST YEAR**
  - Consider applying for Research Opportunity Program (ROP) courses MGT296Y and MGT396Y. Visit the EEU website for ROP Course Prerequisites. Attend the RGASC’s P.A.R.T. to enhance your research skills.
  - 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.

- **2ND 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.

- **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.

- **4TH OR FINAL 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.

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**MY PROGRAM PLAN**

Visit www.utm.utoronto.ca/program-plans to create your own plan using My Program Plan. Update your plan yearly.

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

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

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**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

Innovation Complex, Room 2270
University of Toronto Mississauga
3359 Mississauga Rd
Mississauga ON Canada L5L 1C6
(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)