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.

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.
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.

1ST YEAR

EXCEL in MGM101H5; MGT120H5; ECO100Y5 or both ECO101H5 and ECO102H5; MAT135Y5; MAT136H5 or both MAT135H5 and MAT136H5.

Choose a program of study (Subject POSH) once you complete 4.0 credits. Use the Degree Explorer and the Academic Calendar to plan your degree.

Develop foundational academic skills and strategies by enrolling in a University of Toronto course. Build community and gain academic support through LAUNCH. Join a RASC Peer Facilitated Study Group.

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 Innovative Business Association (IBA). Ask about the UCS BizMentorship program and BioFresh.

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 your culture and other cultures through weekly regular conversations. Language Conversation Circles, debates, and activities to enhance your global and intercultural mindset.

Accept your Quercus invitation to gain access to UTMMM events and info including the Momentum Conference.

Take part in the Professional Skills Development Program (PSDP). Check out the PSDP Events Calendar.

Apply to the Certificate in Effective Business Practices and Leadership Skills. Certificate requirements include a 4-month paid work placement.

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!

Explore careers through the CC’s Job Shadowing Program. Visit the Professional Development & Learning Centre on the second floor of the Kifn Centre.

Consider further education? Attend the CC’s Further Education Showcase. Talk to professors — they are potential mentors and references.

What’s your next step after undergrad?


Consider further education? Research application requirements, prepare for admission tests (LSAT, GMAT), and research funding options (OGS, SSHRC).

2ND YEAR

In second year and higher, attain 7.5 credits in Management, 5.0 credits in Economics. View the Academic Calendar for course options.

Consider applying for Research Opportunity Program (ROP) courses MG129Y5 and MG129Y1. Visit the EEU website for ROP Course Prerequisites. Attend the RASG’s P.A.R.T. to enhance your research skills.

Build community and gain academic support through LAUNCH. Join a RASC Peer Facilitated Study Group.

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 Chun Finance Learning Centre (FLC) for access to specialized resources and databases.

Attend the Work-Study Info session.

Plan Your Academics*

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

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

Revised on: 7/12/2021

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

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)

Get involved

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

- Innovative Business Association (IBA)
- IMI Competition Group (IMIC)
- 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.

Department of Management

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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

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