

## WHAT CAN I DO WITH A MAJOR IN MARKETING

### CAREER INFORMATION FOR MAJOR IN MARKETING

This handout provides sources of career information for Marketing Majors. There are different career options available in the field of marketing. Below is a sample of some of the types of positions for graduates with major in Marketing. Please note that you might require further education and experience for some positions.

### SKILLS DEVELOPED BY MARKETING STUDENTS

#### Communication

- Prepare and make oral presentations
- Convey concepts and ideas accurately
- Write concisely
- Listening to ideas and turning into action items

#### Research and Analytical

- Critical analytical thinking
- Evaluate ideas and research
- Statistical analysis and computer modeling
- Attention to detail

#### Problem Solving

- Decision-making
- Interpret research and data
- Decision-making
- Attention to detail

#### Organizational

- Time-management
- Multi-tasking
- Application of theoretical knowledge in practical setting

### CAREERS IN MARKETING

#### Advertising and Public Relations

- Advertising Media Planners
- Media Traffic Personnel
- Production Managers
- Directors of Advertising
- Public Relations Specialists
- Media Buyer

#### Non-profit Marketing

- Director of Development
- Fundraising Specialist
- Event Coordinators
- Publication Specialists

#### Distribution Channel Management

- Distribution manager
- Inventory control manager
- Traffic manager
- Distribution planning analyst
- Customer service manager

#### Product Management

- Food and Restaurants
- Consumer Electronics

#### Retail Marketing

- Store managers
- Buyers
- Department managers
- Departmental sales Manager
- Regional managers

#### Brand Management

- Brand/product manager
- Brand Assistants

#### Sales Management

- Product and Marketing Manager
- Sales Personnel

#### International Marketing

- Profit organizations
- Not-for-profit Organizations
- Service Oriented institutions

#### Other

- Sports Marketer
- Sales Merchandiser
- E-Marketing Specialist
- Multi Media Designer

#### Market Research

- Co-operation Ad Agent
- Consultant
- Teacher
- Market Researcher

## EXAMPLES OF EMPLOYERS WHO HIRE MARKETING GRADUATES

- Federal Government of Canada
- Provincial Governments
- Manufacturing Companies
- Market Research Companies
- Ad Agencies
- Oil and Gas Companies
- Health Authorities
- L'Oreal
- Foxx Advertising & Design Inc.
- H&R Block Canada Inc.
- inVentiv Health Canada
- Procter & Gamble
- World Vision Canada
- TELUS
- Levi Strauss(CANADA)
- AIESEC Toronto
- Communications Companies
- Pelmorex/The Weather Network
- RBC Royal Bank
- Subaru Canada, Inc.
- Sun Life Financial
- Rogers Publishing
- Sears Canada

## MARKETING JOBS

Marketing Careers <http://www.marketingmag.ca/>  
Workopolis Marketing Job Site

Talent Egg <http://www.talentegg.ca>  
Career Beacon <http://www.careerbeacon.com>

## ADVERTISING, SALES AND MARKETING ASSOCIATIONS

Canadian Marketing Association  
[www.the-cma.org](http://www.the-cma.org)

Canadian Institute of Marketing  
[www.cinstmarketing.ca](http://www.cinstmarketing.ca)

Marketing Research & Intelligence Association:  
[www.mria-arim.ca](http://www.mria-arim.ca)

Canadian Public Relations Society  
<http://www.cprs.ca/>

American Marketing Association  
[http://www.afma.com/gpower.com/Pages/default.aspx](http://www.marketinghttp://www.afma.com/gpower.com/Pages/default.aspx)

Food Marketing Institute  
<http://www.fmi.org/>

Hospitality Sales and Marketing Association International  
<http://www.hsmai.org/>

National Marketing Education Association  
<http://www.nationalmea.org/>

Retail Advertising and Marketing Association  
<http://www.rama-nrf.org/>

eBusiness Association  
<http://www.ebusinessassociation.org/>

## OTHER RESOURCES (BOOKS)

- Careers in Marketing
- Opportunities in Marketing Careers
- Vault Career Guide to Marketing and Brand Management
- Vault Career Guide to the Top Advertising and PR Employers
- Harvard Business School Guide to Careers in Marketing
- Careers in Brand Management: The WetFeet Insider Guide
- Marketing By Kerin, Hartley & Rudelius
- Wow! Resumes for Sales and Marketing Careers: How to Put Together a Winning Resume
- Sales And Marketing Resumes for \$100,000 Careers. **By Louise Kursmark.**
- <http://www.amazon.co.uk/Canadian-Business-Complete-Executive-Programs/dp/product-description/0471643246>

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