

WHAT CAN I DO WITH MY MAJOR IN**MARKETING****OVERVIEW OF MAJOR**

Concordia University's John Molson School of Business Department of Marketing offers at the undergraduate level a Bachelor of Commerce with a Major or Minor in Marketing. There is also a Marketing Co-operative Program offered to students who are enrolled in the BComm program and are majoring in Marketing. At the graduate level, the department offers a Master of/Magisteriate in Science (Administration) with Specialization in Marketing, an MBA program and a PhD Specialization in Marketing. For the latest information on undergraduate and graduate programs as well as a listing of faculty and their research interests, go to the Department of Marketing's web site at:

<http://johnmolson.concordia.ca/faculty-research/departments/marketing>

As the link between an organization and its target audience, marketing has much to offer including a wide variety of job choices in fields such as advertising, market research, public relations, product development, and sales and promotion. It also offers opportunities for creative self-expression and personal growth.

**EXAMPLES OF JOBS ACQUIRED BY
CONCORDIA GRADUATES**

The following job titles are representative of the types of entry-level positions for which Concordia University students are qualified upon graduation. Note that the numbers following each job title refer to Canada's National Occupational Classification (NOC) code. For details on these titles go to <http://www5.hrsdc.gc.ca/NOC/>

- Account Executive (1122)
- Account Manager (0611)
- Administrative Assistant (1411)
- Advertising Consultant (1122)
- Assistant Marketing Analyst (4163)
- Assistant Marketing Manager (0611)
- Copywriter (5121)
- Development Manager (0611)
- Internal Sales Representative (6421, 6411)
- Junior Account Manager (0611)
- Junior Advisor
- Marketing Analyst (4163)
- Marketing Assistant
- Marketing Consultant (4163)
- Marketing Co-ordinator (0611)
- Marketing Intern
- Marketing Researcher (4163)
- Marketing Specialist (1122)
- Media Analyst
- Merchandiser (6233)
- Product Manager (1122)
- Project Analyst
- Project Coordinator
- Project Manager (4163)
- Research Associate (4163)
- Sales Consultant (6421)
- Sales Representative (6411, 6421)

CELEBRATED MARKETING MAJORS

Rick Brown. Concordia. Senior V.P. Marketing.
Bright Now! Dental Inc.

Maria Piccioni. Concordia. Director of National
Circus School Foundation, Montreal

Irene Rosenfeld. Chairman and CEO of Kraft
Foods

Amani Sawaya. Concordia. V.P. Private
Banking & Personal Financial Services, HSBC

Dheeraj Sharma. Marketing Scholar

Mackie Vadacchino. Concordia. CEO, Bioforce
Canada

Antonia Zerbisias. Concordia. Journalist. Media
columnist at Toronto Star

- Media Buyer (1225)
- Media Co-ordinator (5124)
- Merchandise Purchasing Manager (0113)
- Market Research Analyst (4163)
- Marketing Consultant (4163)
- Merchandise Purchasing Manager (0113)
- On-line Marketer
- Pharmaceutical Sales Representative (6221)
- Production Manager
- Promotion Specialist (1122)
- Promotions Director (0611)
- Public Relations Agent (5124)
- Public Relations Manager (0611)
- Public Relations Specialist (5124)
- Publicist (5124)
- Regional Development Analyst (4163)
- Retail Salesperson (6421)
- Survey Researcher (1454, 4164)
- Telemarketer (6623)

MORE JOB TITLES

The marketing field is closely related to both advertising and sales. The majority of graduates with a degree in marketing work in the private, profit sector mostly in sales and marketing positions. Some are self-employed. The remainder of graduates are scattered across government, non-profit and educational sectors. The titles below are not meant to be exhaustive but are representative of fields which marketing majors pursue. Keep in mind that some occupations require further education (e.g., a higher degree, second degree, diploma). Note that the numbers following each job title refer to Canada's National Occupational Classification (NOC) code. For details on these titles go to <http://www5.hrsdc.gc.ca/NOC/>.

- Advertising Account Executive (1122)
- Advertising Manager (0611)
- Art Director (5131)
- Bar/Club Manager (0631)
- Business Development Officer (4163)
- Buyer (1225)
- Catalogue Marketer
- Consumer Loan Manager (1232)
- Database Marketer
- Department Manager (0621)
- Event Co-ordinator (1226)
- Fundraiser (5124)
- International Marketing Specialist (4163)
- Lecturer (4121)
- Lobbyist (4163)
- Marketing Executive (0611)
- Marketing Manager (0611)

POTENTIAL WORK SETTINGS

Any organization that provides goods and services has the need for individuals with marketing skills especially those organizations in the private, profit sector. Marketing majors are primarily employed by manufacturers, product testing laboratories, retailers, advertising agencies, consulting companies and public relations firms. To research specific employers who hire those in the field, there are many resources available in such locations as the Career Resource Centre, the Webster Library, Vanier Library and the Internet.

- Automobile Industry
- Broadcasting Industry
- Brokerage Firms
- Catalogue and Mail Order Companies
- Database Marketing Firms
- Design Firms
- Entertainment Companies
- Fashion Industry
- Film Industry
- Financial Institutions
- Food Processing Manufacturers
- Fund Raising Organizations
- Hospitality Industry
- Insurance Companies
- Management Consulting Firms
- Manufacturing Firms
- Marketing and Marketing Research Agencies
- Merchandising Companies
- Music Industry
- Newspapers/ Magazines

CON'T. – POTENTIAL WORK SETTINGS

- Non Profit Organizations
- Pharmaceutical Companies
- Public Utilities
- Publishing Companies
- Radio and Television Stations
- Telemarketing Firms
- Television Industry
- Travel and Tourism Agencies

SKILLS AND CHARACTERISTICS

To succeed in the field, those with a marketing degree must have excellent communication and presentation skills. Marketing work often involves working with a team and interacting with clients. Consequently marketing majors should be people oriented and have strong interpersonal skills. Those who chose to work in marketing must enjoy being lifelong learners as they will constantly be updating their skills and learning new marketing strategies. In addition, students will find the following skills, interests, values and other characteristics valuable for succeeding in the field.

CON'R. – SKILLS AND CHARACTERISTICS

- Ability to Defend Ideas
- Ability to Multitask
- Computer Literate
- Creative Thinking
- Critical Thinking
- Curiosity
- Decision-Making Skills
- Design, Conduct and Analyze Surveys and Questionnaires
- Financial Management
- Fluency of Ideas
- Good Judgement
- High Energy
- Investigative Nature
- Leadership
- Negotiation
- Networking Skills
- Organizational Skills
- Originality
- Persuasive
- Problem-Solving
- Public Speaking
- Skillful Reasoning
- Tact
- Write Reports and Proposals
- Understand Consumer Behaviour and Trends

PROFESSIONAL ASSOCIATION AND OTHER LINKS

Making wise career decisions requires exploring your field. A multitude of Internet sites and other resources will help you do this to the best of your ability. Professional association sites, in particular, are very useful for their career descriptions and job hunting tips. Moreover, these authoritative sites frequently provide links to Internet sites which announce job openings and list potential employers. A few recommended sites are included below.

CANADIAN

Association des Professionnels de la Communication et du Marketing (APCM)

<http://www.communicationmarketing.org/>

Site provides the latest news on the marketing scene in Montreal and through its events offer opportunities for networking with professionals in the field. Click on *Espace emploi* to locate job listings. Site is in French only.

Association of Canadian Advertisers (ACA)

<http://www.acaweb.ca>

The ACA is considered to be the voice of the Canadian advertiser. It is a national organization composed of companies that market and advertise.

Canadian Institute of Marketing (CIM)

<http://www.professionalmarketer.ca/Home.aspx>

CIM is made up of Canadian marketers, many of whom are experienced senior level professionals. One of its aims is to encourage the adoption of international professional standards. Job listings can be accessed by clicking on Careers. Benefits of membership include the opportunity to network with marketing professionals at conferences and seminars. Student memberships available.

Canadian Marketing Association (CMA)

<http://www.the-cma.org/>

CMA fosters the responsible growth of marketing in Canada through education/training, publications, conferences and seminars. Students and recent graduates will find the association's Membership Directory and Job Bank useful as a resource to locate potential employers. Offers awards for students in marketing.

Canadian Public Relations Society

<http://www.cprs.ca>

Much of interest can be found on this site for those wishing to explore a public relations career. Student members can benefit from scholarships/awards, seminars/workshops, conferences, employment/volunteering and networking.

INTERNATIONAL

American Marketing Association

<http://www.marketingpower.com>

The AMA is the largest marketing association in North America. It is a great source of information for those wishing to keep abreast of new developments in the field, locate training programs, or simply network with other professionals. Click on Career Management to access AMA's Job Board as well as professional development opportunities. Of special interest to students would be Ask the Expert which addresses many career-related questions.

CREATE YOUR AMAZING CAREER – CAREER RESOURCE CENTRE TITLES

For those who need more help with their career and educational planning, the Career Resource Centre (CRC) offers books, pamphlets, DVDs and recommended Internet sites. It is located in the Hall Building, H-440, at 1455 de Maisonneuve Blvd. West. The following titles are just a few of the titles available in the CRC.

- Advertising & Public Relations – Career Launcher Series
- Careers in Advertising
- Careers in Focus – Public Relations
- Careers in Marketing
- Careers in Marketing, Advertising and Public Relations
- Here's How to Approach an Advertising Agency and Walk Away With the Job You Want
- How to Get into Marketing and Public Relations
- How to Put Your Book Together and Get a Job in Advertising
- Insider's Guide to the World of Pharmaceutical Sales
- Opportunities in Direct Marketing Careers
- Opportunities in Marketing Careers
- Opportunities in Public Relations Careers
- Opportunities in Telemarketing Careers
- Pick Me: Breaking Into Advertising and Staying There
- Resumes for Advertising Careers
- Resumes for Sales and Marketing Careers
- Sales Careers
- Vault Career Guide to Advertising
- Vault Career Guide to Marketing & Brand Management