



**MARKETING, ADVERTISING, PUBLIC
RELATIONS, BRAND MANAGEMENT AND
E-MARKETING**

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MARKETING RESEARCH

An Overview

Marketing research is the use of scientific methods to identify and define marketing opportunities and problems, generate, refine, and evaluate marketing actions, monitor marketing performance, and improve our understanding of marketing as a process. Market researchers are hired in all types of business, including manufacturers, retailers, government agencies, etc. Market researchers have to identify the current fads and trends and try to come up with what people will want to buy, which is their main challenge. They will also monitor the changing market factors in order to keep their products/services competitive. That includes analyzing the audiences' characteristics by observing, experimenting and surveying consumer behaviour. Market researchers will sometimes also design products and packages, plan distribution channels, and assist in the advertising and promotion campaigns.

Skills

People working in market research are typically the problem solvers. They need an aptitude for methodical and analytical type of work because they are the ones the rest of the marketing team is waiting to hear from to go ahead with starting/completing projects. In market research, it helps a lot if you are comfortable with understanding statistics because that is where most of the analyzing will be coming from. Therefore, jobs in market research will normally require skills in statistics, databases, use of current software, and the Internet.

Job Titles

Some job titles that fall under marketing research are Junior Marketing Research Analyst, Field Service Director, Marketing Research Analyst, Senior Marketing Research Analyst, and Marketing Research Director. Companies are usually recruiting aggressively for marketing research positions, as they require a unique set of skills that is not very common. Salaries in marketing research in Ontario for the analyst and senior positions range from \$62,000 to \$93,000 (Monster.ca).

ADVERTISING

An Overview

Just as portrayed by Hollywood and seen in the movies, advertising is a highly competitive, stressful, result-oriented field. Advertising professionals find work in advertising agencies, advertising departments, or with mass media as sales representatives. These jobs exist in *all* businesses because everyone from manufacturers, to retailers, to service providing businesses and government and non-profit agencies need to place ads. Jobs in advertising also exist in various media organization such as newspapers, TV stations, and magazines, etc, that carry ads. Advertising agencies specialize in creating and producing entire advertising campaigns. They will have jobs for copywriters, photographers, layout designers and printing experts. Entry-level duties in advertising may include handling inquiries from clients, monitoring deadlines and progress, communicating with everyone working in the campaign team, and in general, assisting the account executive. Advancement is quick in the advertising field. A position that usually follows an entry-level would be Account Executive, who plans and monitors all activities in an ad campaign. Most advertising jobs are in the creative department where the advertising that will attract the targeted consumer to the client's product is developed. In the creative department, graphic design, copywriting, cleverness, and humour are required. Typical Canadian salaries for an Account Executive in advertising range from \$30,000 to \$50,000 per year.

PUBLIC RELATIONS

An Overview

Public relations is the link between the organization and its various publics. Public Relations Specialists work to promote the desired company image to the public and are constantly dealing with the news media to reach the public. All types of businesses like non-profit organizations, trade associations, government agencies, universities, large advertising agencies, and public relations agencies hire PR professionals. This job requires acquiring information from different sources and updating/preserving it. It includes the responsibility of telling the public about the company, its products, community activities, social programs, labour policies, and views regarding controversial issues.

Skills

As per the demands of their job, PR professionals must be innovative, work well with others and have especially good communication skills. Any PR professional is also a problem solver, is sociable, persuasive, self-confident and assertive.

Job Titles

Entry-level in PR is normally an Assistant Account Executive position. At higher levels, PR professionals would write press releases, speeches for executives, and articles for publications, along with constant media contact and special events planning. This demanding job involves a considerable amount of irregular hours around campaign time. The Canadian career website *careercruising.com* says that PR Specialists normally earn between \$50,000 and \$80,000 a year, but salaries range depends on experience and what the client is willing to pay.

PRODUCT/BRAND MANAGEMENT

An Overview

Brand Managers (also known as Product Managers) focus on the big picture, identify market opportunities, and communicate the unique benefits the product delivers to the consumers. They set the agenda and criteria of the market research and then analyze the data that has been collected and develop a marketing strategy for the brand. Those duties require brand managers to have a background in the marketing functions like advertising, research, consumer behaviour, and strategy. They are essentially responsible for planning and directing the entire marketing program for a given product or service. Brand managers would be doing necessary research to identify aspects of the marketing plan like the target market and the promotions, personal selling and plan advertising accordingly. They also work on pricing, physical distribution and the legal aspects. The bottom line is that being a brand manager is almost like running your own business. Doing that with a team also requires brand managers to listen to their team's recommendations (and from others in different departments) and make the decisions from there. It comes as no surprise that this demanding job tends to involve a lot of traveling for meetings and promotional events.

Skills

The most important skill a brand manager will need is the ability to analyze. In order to develop this skill, students should consider taking accounting and finance courses.

Job Titles

An entry-level position in brand management is the Assistant Brand Manager role. Assistant Brand Managers lead a cross-functional team and look after finance, sales and marketing to deliver the results. Salary levels are normally higher than other entry-level positions in the business world and with an MBA, the starting salary could be as high as \$75,000.

SPORTS MARKETER

An Overview

Sports marketers have a combination of roles of a Brand Manager and a Public Relations professional. They market and increase exposure of sports teams and special events rather than products and services. You have witnessed the work of sports and events marketers if you have ever experienced fan participation, group ticket sales, bus tours, and fan giveaways. Working with sponsors at these games and events combines the promotion of products and events at the same time. These marketers also promote charitable causes for organizations, such as the Heart and Stroke Foundation. Most of their time is spent organizing, planning and fundraising. Traveling is also a large part of the job as they usually attend the events they have developed. Long hours and hard work tend to be a normal lifestyle for sports marketers around their event periods. Positions for sports marketers normally exist with amateur and professional teams, marketing organizations and sports associations. Some common position titles under this career path are account representative, account executive, account coordinator, and marketing director. Salaries for sports marketers are normally anywhere from \$17,000 to \$65,000.

Note also that Event Planners and Non-Profit Fundraisers have a job very similar to Sports Marketers.

MEDIA BUYER

An Overview

Media buyers buy advertising space in newspapers and commercial spots on radio and television. Media Buyers analyze research in order to determine target markets for the products and services. Their next step is to decide which medium to use and make specifications like which radio station, TV channel and time of day would be best to market the product/service. The client's budget will determine how much media space the buyer will be able to acquire. Final steps are contacting the radio and television stations and the newspapers to buy the media space. In large companies, there could be as many as 25 or 30 media buyers. Media buyers will spend a lot of time using the computer in analyzing research about the products and the target market. Most of the time they will have a normal 40-hour workweek, although occasional overtime is very common. Some common job titles under this career path are media assistant (the entry-level position), media buyer, media supervisor, and media broadcast manager. Their earnings would normally be \$23,000 for a starting position and as high as \$75,000 in top pay.

INTERNET MARKETER

An Overview

Everyone has heard the term “e-commerce” by now, and the e-service boom is doubtless to expand for years to come. Internet marketers have a big role in e-services. They are responsible for creating, developing and implementing marketing campaigns for a wide array of businesses and organizations on the Internet. When Internet marketers are not working on client websites, they are likely learning about search engines and getting traffic to web sites and, of course, monitoring the very latest trends in search engine optimization in order to maximize traffic to sites they are marketing. Because the Internet is opening a completely new dimension to communication channels, Internet marketers are taking as much advantage in developing new marketing tools as possible. E-marketing Managers plan, organize, direct, control, and evaluate the design, development and maintenance of companies’ Internet sites to manage the organization’s public relations, communications and Internet presence. The outlook for Internet marketers is not certain because it is a brand new field that is opening up. However, so far, it is excellent, as the Internet has nowhere to go but up! In general, Internet marketers will earn anywhere from \$30,000 to \$250,000 per year depending on the organization size and the marketer’s level of experience.

WHO EMPLOYS MARKETING GRADUATES?

Marketing is something *every* company needs in order to create awareness for them and to stay competitive. You will find marketing positions in the manufacturing sector, retailing, wholesaling, service marketing, non-business organizations, government, and international marketing. The non-business section includes hospitals, museums, schools, religious organizations, charities, and political parties. Retail offers many jobs. The government employs people in media buying, marketing research, public relations, physical distribution, consumer affairs and protection, and ads and sales promotions. International marketing is not very common for entry level as it requires a lot of experience in the market, therefore opportunities arise after a couple of years' experience.

- Consumer product companies
- Professional services firms
- Advertising agencies
- Computer and telecommunication companies
- Insurance and financial services companies
- Universities and colleges
- Media and broadcasting organizations
- Charities and non-profit organizations

PROGRAM RELATED SKILLS

Is Marketing Right for you?

So you now know roughly what marketing is about and it may look like something you might consider as a career someday. However, how can you be sure? Here are some thoughts to consider:

- ✓ Regardless of your degree, candidates of the marketing world should have a certain set of essential skills to succeed in this career:
 - Strong communication skills
 - Time-management skills
 - Decision-making skills
 - Organizational skills
 - Presentation skills
 - Analytical skills
 - Research skills
 - Leadership skills
 - Team skills
 - Attention to detail
 - Computer literacy
 - Work well under deadline pressures
 - Flexibility
- ✓ Most entry-level positions usually require presenting, writing reports, and administrative work.
- ✓ Marketing managers will be looking for staff that will take initiative and responsibility for projects.

Also, remember: “No field in business offers a greater variety of career choices than marketing!” - *Careers in Marketing*

Does it sound like you? Then you are in the right place... read on!

POSSIBLE CAREER PATHS

Sample Career Options for Marketing Students

There are many different career options available for graduates of Marketing. Your degree provides you with a variety of intellectual and applied skills that are valuable in a range of careers. The wide variety of careers that graduates have moved on to is a reflection of the diversity of skills gained through an undergraduate program. Involvement in extracurricular, volunteer and work experiences will also supplement your skills and focus them to a particular industry. Below is a sample of the types of positions graduates have pursued.

Note: This is not an exhaustive list. Detailed career profiles are available in the Career Centre. Some occupations require further education and experience

Product Marketing

- Field Service Director
- Brand Manager
- Promotions Manager
- Forecast Analyst/Demand Planner
- Marketing Analyst
- Project Manager
- Account Manager

Advertising/Public Relations

- Advertising Account Executive*
- Public Relations Specialist
- Media Buyer*
- Coordinator Communications
- Marketing Communications Assistant
- Events and Promotion Coordinator
- Strategy Planner

Market Research

- Marketing Research Analyst*
- Marketing Research Director
- Field Interviewer

Other

- Sports Marketer*
- Internet Marketer
- Sales Merchandiser
- Fundraising Coordinator
- eMarketing Specialist
- Traffic Coordinator
- Multimedia Designer
- Media Planner
- Copywriter

HOW TO GET EXPERIENCE

Updated: November 2018

Start early by seeking relevant summer, part-time and volunteer opportunities that will help you gain experience and develop the skills that employers want. Below is a sample of the types of temporary positions that were previously posted with the Career Centre. To access the summer, part-time, temporary and volunteer postings, log into the Career Learning Network www.clnx.utoronto.ca/home

Volunteer

- Marketing Strategy Intern, Jrop Co.
- Marketing and Public Relations Coordinator, Technovation Academy of Science and Technology
- Social Media and E-commerce Intern, Artagia Inc.

Internships

- Marketing and Business Development Intern, eFemme Inc.
- Marketing Intern- Consumer Beauty, Coty Canada
- Social Media Intern, Chase Hospitality Group
- Advertising Associate, Atena Construction Group

Part-Time Positions

- Sales and Marketing Representative, Quartermaster Toronto
- Marketing Intern, Modern Family Reality Toronto
- Marketing Assistant, AdvisorBranding Toronto
- Market Researcher & Social Media Associate, ICUBE UTM
- Social Media Marketing Expert, ICUBE UTM

Additional Related Student Organizations

Join a student club or an academic society at UTM to meet like-minded people, explore your interests, and make valuable connections. To view a list of current clubs and societies, visit the Centre for Student Engagement's website.

<https://www.utm.utoronto.ca/utm-engage/centre-student-engagement>

Some Organizations you may also consider are:

- Student Management Association: <https://www.utm.utoronto.ca/management/undergraduate-programs/student-groups/student-management-association-sma>
- Undergraduate Commerce Society: <https://www.utmucs.ca/>
- DECA UTM: <https://www.facebook.com/decautm/posts>
- ICCIT Council: <https://www.facebook.com/ICCITCouncil/>

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- DEM Society: <http://demassociation.com/x/index.html>

Join an Association

There are many benefits of becoming a member of association(s), such as developing a network of contacts, learning about industry trends, accessing industry-related job postings, and stating your affiliation on your resume. Some associations related to this major are:

- Canadian Marketing Association (CMA): <https://www.the-cma.org/>
- Canadian Association of Marketing Professionals (CAMP): <https://canadianmarketer.ca/>
- Canadian Internet Marketing Association (CIMA): <https://www.internetmarketingassociation.ca/>

Create a LinkedIn Profile

Create a [LinkedIn](#) profile to connect with professionals in various fields, explore the career paths of UTM alumni, research employers, apply for specific positions, and more. Need help? Come to the Career Centre to book a LinkedIn profile critique.

Attend relevant conferences

Use these opportunities to increase your knowledge of the field, network with people working in the field and with potential employers. Volunteer to work at these conferences—it is a great (and cheap) way to meet many people.

Consider the Research Opportunity Program (ROP)

UTM's ROP allows students in their second, third and fourth year to earn one full course credit by participating in a faculty member's research project. Deadline for applications is usually mid-March.

**SAMPLE JOB LISTINGS FOR GRADUATING STUDENTS/RECENT
GRADUATES**

Updated: November 2018

Below is a sample of delisted positions that were previously posted on UofT's Career Learning Network (CLN). To access current listings, login to [CLN](#) and click on *Jobs*.

- Market Research Analyst, Mesteth Solutions
- Membership Coordinator, The Institute for Performance and Learning
- Communications Coordinator, WE
- Gallery Outreach Assistant, Blackwood Gallery, UTM
- PR Coordinator, Evergreen
- Volunteer and Promotions Associate, Canadian Opera Company
- Commerce Officers, Global Affairs Canada
- Event Representative, Canada Pure
- Marketing & PR Intern, Ontario Produce Marketing Association
- Proposal Writer, Canadian Race Relations Foundation
- Product Marketing Specialist, TELUS
- Student Ambassador, Office of the Registrar, UTM
- Branding & Advertising Analyst, Petro-Canada
- Advertising Executive, The Varsity

HOW CAN THE CAREER CENTRE HELP

The Career Centre has a wealth of information, resources and services to help you along your career path. The Career Centre website (www.utm.utoronto.ca/careers) also offers some very helpful resources to help you explore careers. Sign up for the e-newsletter to keep you updated about the latest events and resources. Sign up for resume critiques online, or cruise through the CLN for posted jobs. Look at our events calendar to find out what is coming up in the next couple of weeks and sign up for workshops, employer events and more. Cruise through the careers that interest you the most by accessing Career Cruising on one of our computers. Look through Careers by Major - Marketing to view a sample of types of positions that marketing graduates may obtain

Library Resources

- Canada's Top 100 Employers
- Career Cruising (electronic career guide)
- The Big Guide to Living & Working Overseas
- The Canadian Student Employment Guide
- Marketing Magazine – new issues weekly!
- Big Book of Marketing
- Careers in Marketing, by Lila and Leslie Stair
- The Harvard Business School Guide to Careers in Marketing
- Great Jobs for Business Majors, by Stephen Lambert
- Canadian Business: What's in an MBA? By Rebecca Carpenter

The National Occupational Code binders

The National Occupational Code binders in the Career Resource Library provide very detailed, specific and extensive information relating to hundreds of careers. From general overviews of the job, to working conditions, to sample job postings related to the field and related articles, the binders are sure to provide you with in-depth answers to many of your job-specific questions.

Tip Sheets

Do you like information in an easy-to-read, easy-to-digest, take-home format? Look at our tip sheets on subjects like Effective Interviewing, Networking, and Preparing for Graduate School.

Events

Would you like a chance to interact with prospective employers and expand your networking circle? The Career Centre offers a number of events that help you brush shoulders with professionals and experts from all fields. Attend the Get Experience Fair, Professional Schools Fair, Summer Job Fair. Practice putting those networking skills to use and land yourself a job! Check out the events and workshops section of the Career Learning Network to find out what is happening on campus

www.clnx.utoronto.ca/home

Extern Job Shadowing Program

Are you still curious about what career path is best for you? Would you like a chance to experience working in an industry to find out if it is really the path for you? The Extern Job Shadowing Program can help. This job-shadowing program grants you a one- to five- day placement in a career of your choice. Go to the Career Learning Network to register for the workshop that will help you to prepare for your placement. To register go to www.clnx.utoronto.ca and then go to Workshops and Events to see when the next workshop is happening.

Career Counselling

Are you feeling lost, unsure and overwhelmed with finding out what career path you would like to choose? Alternatively, you have decided on a career or the type of job you want, but are not sure about the next steps. Our Career Counsellors are here to help. Book an appointment with one of our professionals who can help you determine what paths you can take after graduation or how your area of study can relate to a career post-grad.

Job Postings

Are you graduating soon or a recent graduate? Sign up for the Graduating Students Employment Service (GSES) or the Recent Graduate Employment Service (RGES). These services allow you to gain access to

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full-time job postings while you finish your final year of study or access full-time job postings for up to two years after you graduate. To learn more, check out our Career Centre website.

Please feel free to come and visit us in Room 3094, South Building. You can also reach us by phone, 905-828-5451 or email at careers@utm.utoronto.ca.

ALUMNI PROFILE

Name: Rosa Bertucci-Dunn

Degree: BSc

Program:

Economics

Industrial Relations

Psychology

Title: Marketing Specialist - Food Service Canada

Industry: Business, Finance & Administration

Organization: Ecolab

Rosa Bertucci-Dunn works as a marketing specialist where she assists with the accurate and appropriate representation of her company, Ecolab, to the community, specifically for product-specific regulations and information. She also prepares proposals, presentations, and other communications materials for the company's operations department.

"Accuracy and special attention to detail are essential in any function. Equally important are good communication skills, as well as good listening skills, which eventually can be acquired and are learned behavior" says Rosa, who has also worked as an Employment Recruiter with various employment placement agencies and responsible for various duties in several HR departments.

She found work through networking and sending her resume out to excessive companies.

"I never got discouraged, I just kept going," she says. "Just keep an open mind to the various jobs out there. Once I changed my strategy and considered positions outside my studies, I found a position I knew I would grow with".

If she could do anything differently, she might have considered an entry-level position right at the start of her job search.

"Sometimes it's not about the actual degree or "major" that you graduated with but rather the process you took getting there. The discipline, perseverance, stamina and commitment that it took getting there are key ingredients that do not go unnoticed by employers. Find that position that allows progressive growth and work your way up. We're already proven that we possess the tools that will help us move in that direction".

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ADDITIONAL WEB-RESOURCES

- Canadian Marketing Association: www.the-cma.org
- Canadian Institute of Marketing: www.cinstmarketing.ca
- Marketing Magazine Online: www.marketingmag.ca
- Strategy – The Canadian Marketing Report: www.strategymag.com
- Marketing Research & Intelligence Association: www.mria-arim.ca