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

Programs of Study (POS)

- 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.

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

Enroll in courses MGMT100H5, MGMT200H5, ECON100Y5, and MATH135Y5/136Y5 (or equivalent). Check out the Management department’s First Year Success Guide. Choose a program of study (subject POSt) once you complete 4.0 credits. Use the Degree Explorer Planner and the Academic Calendar to plan your degree.

2nd YEAR

In second year and higher, attain 7.5 credits in Management, 5.0 credits in Economics and 2.0 credits for the Writing Requirement. View the Academic Calendar for course options.

Consider applying for Research Opportunity Program (ROP) courses MGT290Y and MGT390Y. Visit the EDU website for ROP Course Prerequisites. Attend the RGASC’s P.A.R.T. to enhance your research skills.

3rd YEAR

Ensure you are enrolling in courses that fulfill the program requirements of your degree. View the Academic Calendar for course options.

Throughout your undergraduate degree:
- use the Degree Explorer to ensure you complete your degree and program requirements.
- use the Office of the Registrar and the Management Academic Advisor for assistance.

Do you have innovative business ideas? Visit ICUBE in the lower level of the Innovation Complex to receive expert advice.

Explore your interests. Consider becoming a Wellness Ambassador with the Health & Counselling Centre’s Outreach and Special Events team.

4th OR FINAL YEAR

Consider a practical work-based experience through MGT480H5 Internship course. Sign up for MGT480H5 on ACORN and attend the Mandatory Orientation Session.

Skills are transferable to any job regardless of where you develop them. Do you want some hands-on design experience? Investigate the IEC Marketing & Design Assistant position.

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.

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

Revised on: 5/31/2018
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:

- UTM Student Management Association (SMA)
- UTM Undergraduate Commerce Society (UCS)
- DECA UTM
- UTM Student Union (UTMSU)
- UTM Athletics Council (UTMAC)

For a listing of clubs on campus visit www.utm.utoronto.ca/clubs.

Services that support you

- Accessibility Services (AS)
- Career Centre (CC)
- Centre for Student Engagement (CSE)
- Department of Management, Professional Development & Learning Centre (PDLC)
- 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

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

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