

COMMERCE: MARKETING (BCom)

Department of Management

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.

MAKE THE MOST OF YOUR TIME AT UTM!

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 (POSt)

- 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

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.



	1 ST YEAR	2 ND YEAR	3 RD YEAR	4 TH OR FINAL YEAR
PLAN YOUR ACADEMICS*	<p>Enrol in MGM101H5; MGT120H5; ECO101H5 and ECO102H5; MAT135Y5/MAT133Y5 or both MAT135H5 and MAT136H5.</p> <p>Choose a program of study (Subject POST) once you complete 4.0 credits and meet the weighed average. Use the Degree Explorer and the Academic Calendar to plan your degree.</p> <p>Develop foundational academic skills and strategies by enrolling in a utmONE course. Build community and gain academic support through LAUNCH. Join a RGASC Peer Facilitated Study Group.</p>	<p>In second year and higher, attain 8.5 credits in Management, 5.0 credits in Economics. View the Academic Calendar for course options.</p> <p>Consider applying for Research Opportunity Program (ROP) courses MGT299Y and MGT399Y. Visit the EEU website for ROP Course Prerequisites. Attend the RGASC's PART to enhance your research skills.</p>	<p>Ensure you are enrolling in courses that fulfill the program requirements of your degree. View the Academic Calendar for course options.</p> <p>Throughout your undergraduate degree:</p> <ul style="list-style-type: none"> use the Degree Explorer to ensure you complete your degree and program requirements. see the Office of the Registrar and the Management Academic Advisor for assistance 	<p>Consider a practical work-based experience through MGT480H5 Internship course. Sign up for MGT480H5 on ACORN and attend the Orientation Session in the fall.</p> <p>Take MGT450 which explores the various digital marketing strategies in the context of online and mobile advertising platforms.</p> <p>Log on to ACORN and request graduation.</p>
BUILD SKILLS	<p>Use the Co-Curricular Record (CCR). Search for opportunities beyond the classroom, and keep track of your accomplishments.</p> <p>Attend the Get Hired Fair through the Career Centre (CC) to learn about on- and off-campus opportunities.</p> <p>Attend the Experiential Education Fair.</p>	<p>Use the Career & Co-Curricular Learning Network (CLNx) to find postings for on- and off-campus work and volunteer opportunities as well as Work-Study.</p> <p>Visit the Li Koon Chun Finance Learning Centre (FLC) for access to specialized resources and databases.</p>	<p>Do you have innovative business ideas? Visit ICUBE in the lower level of the Innovation Complex to receive expert advice.</p> <p>Explore your interest. Apply to become a Wellness Ambassador at the Health & Counselling Centre.</p> <p>Attend the Work-Study info session.</p>	<p>Skills are transferrable to any job regardless of where you develop them. Do you want some hands-on design experience? Investigate the CSE Student Outreach Assistant position.</p>
BUILD A NETWORK	<p>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 BizFrosh.</p> <p>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).</p>	<p>Accept your UTMBusinessConnect invitation. Gain access to appointments, job postings and much more.</p> <p>Take part in the Professional Skills Development Program (PSDP). Check out the PSDP Events Calendar. Join the Momentum Conference, Momentum Connections and the EPIC Conference.</p> <p>Apply to the Certificate in Effective Business Practices and Leadership Skills which includes a paid internship.</p>	<p>Establish a professional presence on social media (e.g., LinkedIn).</p> <p>Meet industry professionals within your desired profession. Attend the IBA Business Banquet - the largest networking event offered to UTM business students.</p>	<p>Join a professional association. Check out the Canadian Association of Marketing Professionals.</p> <p>Go to a conference such as Ready, Set, Market! or Show Me the Green.</p> <p>Participate in Bizmentorship as a mentor.</p>
BUILD A GLOBAL MINDSET	<p>Engage with the many programs offered by the International Education Centre (IEC), whether you are an international or domestic student. Consider joining the Canada Eh? day trips or English Language Conversation Circles to deepen your global mindset.</p> <p>First-year international students can also take advantage of THRIVE'IN, a one-day conference dedicated to helping you start your UTM journey successfully.</p>	<p>Participate in International Education Week and engage in programs like Global and Intercultural Fluency Training Series (GIFTS) to build on your leadership and communication skills in global citizenship. 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!</p>	<p>Expanding your intercultural awareness and developing intercultural skills will help you in your academics, personal growth and are highly sought out by employers.</p> <p>Earn credits overseas! Apply to study for a summer term, or year at one of 170+ universities. Speak to the IEC for details about Course Based Exchange, funding and travel safety. Attend Global Learning Week to learn about the various opportunities available to you!</p>	<p>Engage in programs like ISTEP and THRIVE to support your transition out of the University!</p>
PLAN FOR YOUR FUTURE	<p>Attend the Program Selection & Career Options workshop offered by the Office of the Registrar and the CC.</p> <p>Check out Careers by Major at the CC to see potential career options. Attend the Management department's Associate Yourself Fair.</p> <p>Participate in Subject POST Information sessions to get an idea of which program is best for you.</p>	<p>Explore careers through the CC's Job Shadow Program. Visit the Professional Development & Learning Centre on the second floor of the Kaneff Centre.</p> <p>Considering further education? Attend the CC's Graduate & Professional Schools Fair. Talk to professors – they are potential mentors and references.</p>	<p>What's your next step after undergrad?</p> <p>Entering the workforce? Evaluate your career options through a CC Career Counselling appointment. Create a job search strategy — book a CC Employment Strategies appointment.</p> <p>Considering further education? Research application requirements, prepare for admission tests (LSAT, GMAT), and research funding options (OGS, SSHRC)</p>	<p>Get ready for on-campus recruitment opportunities. See the CC Events Calendar for the Resume & Cover Letter Workshop, resume critiques, and the Effective Interviews Workshop.</p> <p>Attend the CC workshop Now That I'm Graduating What's Next?</p> <p>Ready to transition from the classroom to the workplace? Check out the Recent Graduate Opportunities Program.</p>

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

COMMERCE: MARKETING

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:

- Innovative Business Association (IBA)
- UTMM Competition (UTMMC) Team
- ACE UTM
- UTM Student Union (UTMSU)
- UTM Athletics Council (UTMAC)
- UTM Capital Management (UTMCM)

For a listing of clubs on campus visit the **Student Groups and Societies Directory**

Services that support you

- **Accessibility Services (AS)**
- **Career Centre (CC)**
- **Centre for Student Engagement (CSE)**
- **Professional Development & Learning Centre (PDLC), Department of Management**
- **Equity, Diversity & Inclusion Office (EDIO)**
- **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

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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. In MGT451H5, learn about the fastest growing sector of the economy and develop tools to analyze strategic problems within a business. Think about new strategic opportunities for businesses in the digital age.

Courses are taught by internationally recognized scholars and educators with outstanding academic and professional qualifications.

Student Recruitment & Admissions

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