Goodman School of Business

Business Career Development Office

Brock University

Nature of work & types of jobs:

Market Research Analyst

Brand Manager

Retail Business Manager

Marketing Consultant

Positions of Recent Grads:

Sales & Marketing Coordinator

Marketing Consultant

Regional Sales Rep

Sales Associate

Retail Business Development

Director of Marketing

Marketing Manager

Communications Intern

Media Account Consultant

Using Social Media:

LinkedIn can be an effective way to access industry professionals and build your professional network. See how here

Marketing

A concentration in marketing provides you with the knowledge and skills to perform a variety of essential strategic business activities such as consumer needs assessment, marketing research, sales forecasting, product management, new product development, pricing, distribution, integrated marketing communications, and strategic market planning.

Career Options

There are many different areas in the field of marketing, some career paths include:

Product Management

Product Management is typically responsible for sales, forecasting, a strategic planning of products, product development, and scheduling branding of products based on market research and consumer needs assessment.

Market Research

Market Research is responsible for identifying key aspects of consumer behaviour such as what motivates consumers, what their needs and purchasing habits are, etc. Market researchers use surveys, studies, and focus groups to collect data on a brand's target. They should have both qualitative and quantitative analytical ability in order to interpret the results.

Brand Management

Brand Managers are responsible for a brand or a brand family and must find ways to instill the brand's essence, analyze the competitive landscape in the brand's category, identify market opportunities, and communicate the unique benefits the product delivers to consumers.

Public Relations & Communications

Organizations need to effectively communicate their mission, initiative, goals, and important events to employees, consumers, business partners, and the general public. Public Relations personnel are responsible for managing communications with the media (i.e. press releases, conferences, newsletters, etc.) and representing the organization (i.e. at industry conferences, when responding to inquiries or media reports, etc.).

Consulting

Consultants help companies with market entry strategies, product positioning studies, and market segmentation analysis. They conduct research for strategic purposes and make recommendations based on their findings.

Professional Designation

Canadian Sales Professional Designation (CSP)
A CSP designation identifies you as a highly competent professional who has demonstrated and met the standards for experience, knowledge, attitude and skills set by the Canadian Professional Sales Association (CPSA).

Courses at Brock

A concentration in Marketing develops your skills in market research, consumer behaviour, business-to-business marketing, services marketing, international marketing, and marketing management. Upper-year courses offered at Brock include:

- MKTG 3P96-Marketing Research
- MKTG 4P23-Marketing Communications
- MKTG 4P25-Marketing Strategy
- MKTG 4P26-Sales Management
- MKTG 4P28-Retail Management
- MKTG 4P29-Business-to-Business Marketing
- MKTG 4P31-Consumer Behaviour
- MKTG 4P94-New Product Development
- MKTG 4P95-Services Marketing

You can put your marketing skills to the test by participating in case competitions such as DECA U or JDC Central.

Did You Know…

The BCDO hires a volunteer Marketing & Promotions Assistant to assist with marketing activities in our office. The position is posted in February each year on our job board.

Clubs & Associations

Both work and volunteer experience can help you gain the necessary skills to get a job in the marketing field.

Recommended Clubs on Campus:

- Brock University Marketing Association (BUMA)- www.brockmarketing.ca
- DECA U- decau@brockbsa.com
- Business Students' Association- www.brockbsa.com

Associations, Volunteer Organizations, and Other Resources:

- Canadian Marketing Association- www.the-cma.org
- Canadian Professional Sales Association (CPSA)- www.cpsa.com
- Canadian Institute of Marketing- http://www.professionalmarketer.ca/

How We Can Help

The BCDO provides various services and hosts different events to help prepare students for the job search process. Check out our workshops or book an appointment with our office.

You are also encouraged to attend the following events, hosted by the BCDO:

1. How To Get A Job In Marketing – meet alumni and industry professionals
2. Networking Breakfast – Meeting employers from different companies and find out about job opportunities

Competencies

Analytical Skills	Innovative & Creative	Problem Solving	Communication Skills
Technological Competency	Presentation Skills	Relationship Management Skills	Quantitative Competency
Results-Oriented	Entrepreneurial Spirit	Time Management	Strategic Thinking