

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 Possibilities

Some options may require further/prior education

Product Management

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

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.

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.

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.).

Market Research

Market Researchers are 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.



Degree Specific Skills











- Analytical Skills
- Technology Competency
- Results-Oriented
- Innovative & Creative
- Presentation Skills
- Problem Solving
- Relationship Management
- Time Management
- Communication
- Strategic Thinking

Types of Jobs

- Market Research Analyst
- Brand Manager
- Retail Business Manager
- Marketing Consultant

Brock Competencies

The knowledge, skills and attributes that students develop through their curricular and co-curricular experiences and reflection.

-  Act Innovatively
-  Collaborate Effectively
-  Practice Intercultural Fluency
-  Apply Knowledge
-  Communicate Effectively
-  Surgite!
-  Be Curious
-  Engage with Your Community
-  Think Critically
-  Know Yourself





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



Professional Associations

Canadian Marketing Association

the-cma.org

Canadian Institute of Marketing

cinstmarketing.ca

Canadian Professional Sales Association (CPSA)

cpsa.com



Professional Designations

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). See link above.



Student Clubs



Brock Marketing Association
goodmanbma.com



Business Students' Association
goodmanbsa.com



Using Social Media

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

Book an appointment on CareerZone to create or improve your profile!



How We Can Help

The Goodman Career Education team provides various services and hosts events to help prepare students for the job search process.

- **Book an appointment** with our office
- **Goodman Portal:** portal.bus.brocku.ca
- **Networking Events**

You are also encouraged to attend the following events, hosted by the Goodman Career Education team:

1. **Exploring Careers in Consulting** - meet alumni and industry professionals
2. **Exploring Careers in Small & Medium Sized Enterprises** - meet alumni and industry professionals

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careerzone.brocku.ca

[BrockCareerZone](https://www.instagram.com/BrockCareerZone)

[CareerZone Blog](https://www.brocku.ca/careerzone/blog)

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