What can I do with a Major in Marketing?

Skills Developed

- Ability to Influence, Persuade & Negotiate
- Analyze & Interpret Data
- Analyze Customer Needs & Wants
- Critical & Analytical Thinking
- Develop & Execute Strategic Marketing Plans
- Develop & Maintain Customer Relationships
- Flexibility & Creativity
- Knowledge of Pricing Strategies
- Leadership
- Oral & Written Communication
- Organizational
- Prepare Reports
- Presentation
- Problem Solving
- Research
- Statistical Analysis
- Teamwork
- Technological Competence
- Time Management
- Understand Marketing Issues, Technologies & Methodologies
- Understand, Utilize & Advertise Products/Services
- Work Independently

Work Environments

Marketing professionals can work in almost any industry across the globe. Graduates of the Marketing program may find employment with consumer product companies, professional services firms, advertising agencies, computer and telecommunication companies, universities and research institutions.

For more information on the Marketing Major at the U of L:
http://www.uleth.ca/ross/undergraduate-programs/majors/management/mkt

Faculty of Management
M2060 Markin Hall
Phone: 403-329-2153
Email: undergrad.management@uleth.ca
Student Club:
http://www.uleth.ca/management/studentclubs
Academic Advising:
http://www.uleth.ca/management/student-advising

The Marketing Program at the University of Lethbridge

Marketing is both an art and a science, appealing to creative people and those with a more analytical orientation. Marketers are the crucial link between the organization and its customers/end-users and its suppliers, concerned with building relationships that are valuable for all parties. Consequently marketing is rooted in a strong understanding of the customer, whether an individual consumer or another organization. The job of a marketer involves identifying consumer needs, developing new products/services, developing communications strategies, ensuring products and services are available where and when consumers want them, determining prices, and adjusting all of these to international markets and different cultures.

Students will balance practical project experience with the latest theoretical concepts. Students will take courses in basic marketing theories, marketing research, consumer behaviour, and choose electives in advertising, retailing, sales management, socially responsible marketing, and international marketing to suit their career goals.

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institutions, media and broadcasting organizations, charities and non-profit organizations or governmental organizations.

**Key Areas of Specialization:**
Marketing Theory, Marketing Research, Consumer Behaviour, Advertising, Retailing, Sales Management, Socially Responsible Marketing, International Marketing

### Entry Level Job Titles

These jobs are normally intended for new graduates and require 0 to 2 years of experience. It is important to note that many entry level positions require *some* related experience or demonstrated ability to perform job-related tasks. Even those positions that do not *require* experience will still prefer an experienced candidate, if one is available.

- Advertising/Marketing Coordinator
- Communications Advisor/Coordinator
- Field Marketing Distributor
- Junior Marketing & Media Coordinator
- Marketing Assistant
- Marketing & Communications Specialist
- Marketing & Sales Coordinator
- Media & Community Relations Coordinator
- Program Coordinator – Event Marketing
- Promotions Coordinator
- Social Media Coordinator
- Special Projects/Social Media & Events Coordinator
- Victim Services Marketing & Recruitment Coordinator

**Note:** The U of L offers various resources and programs to facilitate students in gaining work and volunteer experience. Find an entry level position on the [CES job board](#) or join the Management or Arts & Science Cooperative Education Programs. Summer jobs, part-time work, internship positions and volunteer experience help students to enhance their skillset and accumulate work experience for their future career.

### Related Job Titles

These jobs generally require extensive, relevant work experience and/or further education.

- Account Manager
- Advertising & Promotions Specialist
- Advertising Account Executive
- Advertising Coordinator
- Brand Manager
- Brand Strategist
- Business Administrator
- Business Consultant
- Buyer/Merchandiser
- Community Relations Manager
- Consumer Advocate
- Consumer Affairs Specialist
- Consumer Psychologist
- Copywriter
- Communications Officer
- Customer Service Representative/Supervisor
- Digital Marketing & E-Commerce Specialist
- Direct Marketer
- Forecast Analyst/Demand Planner
- General Manager
- Healthcare Marketer
- International Marketer
- Internet Marketer
- Market Research Analyst
- Marketing Educator
- Marketing Manager
- Marketing Research Director
- Merchandising Manager
- Non-Profit Marketer
- Music & Entertainment Marketer
- New Product Development Specialist
- Product & Brand Manager
- Project Manager
- Promotions Coordinator/Manager
- Public Affairs Consultant
- Public Relations Specialist
- Purchasing Agent/Buyer
- Real Estate Agent
- Retail Manager
- Risk Manager
- Sales Manager
- Sales Merchandiser
- Social Media Consultant
- Sports Marketer
- Strategy Planner

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Thinking Outside the Box: Other Possible Job Titles

On average, people change their careers three to five times in their lifetime. So, no matter what major you choose, you may still be interested in opportunities totally unrelated to your program of study. We encourage you to be open to all possibilities! Your undergraduate degree can be a springboard for other educational pursuits, and your transferable skills and experience can prepare you to work in a multitude of settings.

- Art Director
- Bank Researcher
- Banking Representative
- Broadcast Technician
- Broadcaster
- Director of Corporate Events
- Entrepreneur
- Executive Assistant
- Field Interviewer
- Field Service Director
- Financial Analyst
- Fundraising Coordinator
- General Manager
- Journalist
- Lobbyist
- Media Correspondent
- Media Planner
- Multimedia Designer
- Non-Profit Administrator
- Paralegal
- Politician
- Public Speaking Coach
- Stockbroker
- Tourism Consultant
- Trade Show Coordinator
- Traffic Coordinator
- Training & Development Officer

Useful Resources

Recommended websites to assist in exploring the field of Marketing and its career opportunities.

Alberta Learning Information Service Occupational Profiles
Advertising Account Executive, Advertising Copywriter, Market Research Analyst, Marketing Manager

Canadian Marketing Association – Calgary Chapter
http://www.calgarycma.com

Canadian Marketing Association
https://www.the-cma.org

The Canadian Institute of Marketing
http://www.professionalmarketer.ca

Association of Canadian Advertisers
http://www.acaweb.ca/

The Advertising Club of Edmonton
http://adclubedm.com

Canadian Internet Marketing Association
http://www.internetmarketingassociation.ca

Certifed Management Consultant – Canada
http://www.cmc-canada.ca/

Canadian Association of Marketing Research Organizations
http://www.camro.org

Marketing Research & Intelligence Association
http://mria-arim.ca

Canadian Society for Marketing Professional Services
http://www.csmps.com

Direct Marketing Association of Canada
http://www.directmac.org

Association of Integrated Marketers
http://www.youraim.ca/

Canadian Agri-Marketing Association
http://www.cama.org

American Marketing Association
https://www.ama.org/

Marketing Research Association
http://www.marketingresearch.org

American Advertising Federation
http://www.aaf.org

Sales & Marketing Executives International, Inc.
http://www.smei.org
## Campus Resources

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<th>Service</th>
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<td>Career &amp; Employment Services (CES)</td>
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<td>Career Counselling (Counselling Services)</td>
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<tr>
<td>International Centre for Students</td>
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<td>Registrar Office &amp; Student Services</td>
<td><a href="http://www.uleth.ca/ross/">http://www.uleth.ca/ross/</a></td>
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<tr>
<td>U of L Students’ Union &amp; Student Clubs</td>
<td><a href="http://www.ulsu.ca/">http://www.ulsu.ca/</a></td>
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## Campus Job Resources

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<tr>
<td>Arts &amp; Science Co-op Education &amp; Internship</td>
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<tr>
<td>Study Abroad &amp; Exchanges</td>
<td><a href="http://www.uleth.ca/international/content/study-abroad-exchanges">http://www.uleth.ca/international/content/study-abroad-exchanges</a></td>
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<tr>
<td>Management Study Abroad &amp; Exchanges</td>
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**Career & Employment Services (CES)**

CES assists U of L students and graduates with their career exploration and work search needs.

AH154 Anderson Hall, Phone: 403-329-2000  
Mon- Fri: 9:00 a.m. to 12:00 p.m.  
1:00 p.m. to 4:00 p.m.