Marketing

Career Options

ADVERTISING / BRAND MANAGEMENT / EVENTS

Advertising Coordinator
Advertising Sales Representative
Art Director
Brand & Internal Strategy Consultant/Analyst
Creative Director
Copywriter
Marketing Promotion Associate
Project Manager - Advertising
Promotion and Pricing Manager
Senior Brand Manager
Social Media Coordinator
Trade Show / Event Coordinator

BUSINESS DEVELOPMENT / SALES

Account Coordinator / Executive / Manager
Sales Representative
Territory Management

FUNDRAISING

Director of Development
Campaign Proposal Writer & Researcher
Fundraiser
Major Gifts/Donor Relations Officer

MARKETING COMMUNICATIONS

Communications Coordinator
Community Relations Specialist
E-Communications Assistant
Manager, Internal Communications
Media Communications Specialist
Web Communications Associate

PRODUCT MARKETING

Product Quality/Investment Analyst
Product Pricing Specialist
Product Marketing Analyst
Product Manager

PUBLIC RELATIONS

Public Affairs Assistant
Advisor, Media and Public Relations
PR & Events Director
Public Relations Consultant
Coordinator Community and Corporate Affairs Specialist

PURCHASING

Buyer/Expeditor
Merchandising Category Manager
Procurement Assistant
Purchasing Agent
Pricing Specialist

RESEARCH

Market Research Analyst
Database Customer Analyst
Consumer Insight Analyst

* Some options require further education

Degree Specific Skills

Analytical Skills
Communication Skills
Entrepreneurial Spirit
Exhibit Diplomacy
High Degree of Tolerance for Uncertainty
Innovative / Creative
Perseverance and Drive
Presentation Skills
Problem Solving Skills
Quantitative Competence
Relationship Management Skills
Strategic Thinking
Technology Competency
Time Management Skills

Business, Employer and Recruiter Directories

Canada's Top Employers
www.eluta.ca/search_top_employers

Directory of Canadian Recruiters
www.directoryofrecruiters.com

Hoover's
www.hoovers.com

The Niagara Directory
www.theniagaradirectory.com

Scott's Directories
www.scottsinfo.com

Professional Associations and Career Resources

Brock University Marketing Association
www.brockmarketing.ca

Canadian Association of Marketing Research Organizations
www.camro.org

Canadian Institute of Marketing
www.cinstmarketing.ca

Canadian Marketing Association
www.the-cma.org

Canadian Professional Sales Association
www.cpsa.com

Canadian Public Relations Society
www.cprs.ca

Institute of Communication Agencies
www.icacanada.ca/

Market Research and Intelligence Association
www.mria-arim.ca

Purchasing Management Association of Canada
www.pmac.ca

Strategy - the Canadian Marketing Report
www.strategymag.com

Further Education and Training

Brock University - Goodman School of Business, MBA Program
goodman.brocku.ca

Canadian Business Schools
www.canadianbusinessschools.com

Canadian Universities & Colleges
www.canadian-universities.net/MBA

Kaplan Test Prep and Admissions
www.kaptest.com

Ontario Colleges
www.ontariocolleges.ca

The Princeton Review
www.princetonreview.com

Peterson's Planner
www.petersons.com

Career and Job Search Resources

Brock University Career Services
www.brocku.ca/career-services

Eluta New Grad Job Search
www.eluta.ca/search_new_grad

Gaulin Media
www.jeffgaulin.com

Goodman Career Development Office
goodman.brocku.ca/career

Media Job Search Canada
www.mediajobsearchcanada.com

Sales Jobs Canada
www.salesjobs.ca

Talent Egg
www.talentegg.ca