

Lets Talk Business

For Ted Rogers School Students

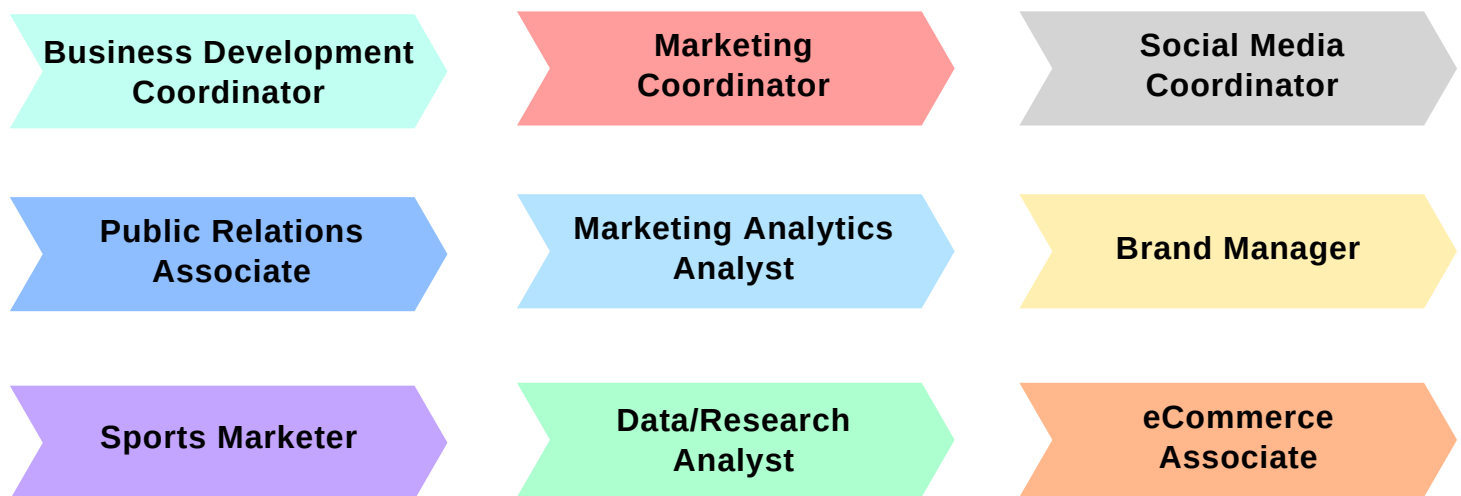
These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

Updated January 2024

What Can I Do with My Marketing Major?

In this Major, you can expect to learn how to interpret and respond to the needs of the customer. You will be able to analyze consumer trends and competitive activity. You will also analyze consumer trends along with other external factors and use that information to properly develop strategic plans that determine the products and services your organization will offer. Marketing students will also determine how products will be priced and how they will be available and promoted to customers.¹

Potential Career Paths in Marketing¹



Let's Talk Money

Based on data from Job Bank, the going rate for marketing professionals varies widely.²

Position	Lowest Salary	Median Salary	Highest Salary
Marketing Analyst in Canada	\$22/hour	\$42.05/hour	\$70/hour

The Marketing Industry is Massive!³

A quick scan of LinkedIn confirms the need for marketing talent - as of January 25th there is currently over 5600 job postings within Canada!⁴

Jobs Posted in Canada (LinkedIn)	5,644 Jobs
Jobs Posted in Toronto	1,284 Jobs
Jobs Posted in Ontario	2,815 Jobs



\$4B

in Sector Revenue⁵

Top Employers for Marketing Students

Based on data scraped from job descriptions for marketing positions posted on the Business Career Hub (BCH) job portal (for the period Fall 2019-Fall 2021), the following employers have hired the most Ted Rogers marketing students. Also included below are the top technical and professional skill sets as listed on these same job descriptions.



Top Professional and Technical Skills

Professional Skills



- Communication
- Management
- Organization
- Analytical
- Creative
- Understanding

Technical Skills



- Excel
- Word
- PowerPoint
- Social Media
- Microsoft Office
- Project Management

Marketing Software

When working in this sector, students will have the chance to use many types of software used on the job. ⁶

- Adobe Creative Suite: including Acrobat DC, Photoshop, Premiere Pro, Illustrator, InDesign.
- Canva - a creative design platform.
- Hootsuite is an all-in-one social media management software that can manage platforms such as Facebook, Instagram, LinkedIn. Learn more [here](#).
- WordPress has many plugins that come with it like wpforms, MonsterInsights, All in One SEO, Constant Contact. Click [here](#) for more.
- Email marketing software tools: Mailchimp, ActiveCampaign, MailerLite, Hubspot, Moosend, Drip. Click [here](#) to learn more.
- SMS Marketing tools: Sendinblue, TextMagic, ClickSend, Salesmsg, SimpleTexting. Click [here](#) to learn more.
- Influencer Marketing software: Some of the best influencer marketing software that influencers use on a daily can include: Grin, CreatorIQ, #paid, Klear, Upfluence, Tagger Media. Click [here](#)



Industry Trend

Programmatic Advertising - individuals will be able to get insight into real-time reporting, finite targeting options, enhanced fraud protection and detailed budget spending optimization. This trend is one to look out for. Learn more [here](#). ⁷

TRMA Supports Students in Marketing

- Click here to learn more [Ted Rogers Marketing Association \(TRMA\)](#)
- TRMA also offers multiple interest groups for students. Click [here](#).



Industry Certifications in Marketing⁸



Hootsuite Social Marketing
Certification



Google Ads
Certification



Facebook Blueprint
Certification



Digital Garage: Digital
Marketing Certification



Google Analytics

Google Analytics IQ
Certification



HubSpot Content Marketing
Certification

Meet a Ted Rogers Student



Influencer Marketing
Assistant, Freelance
Content Creator - MKT

SUBECA
VASANTHAKUMARAN



My major in Marketing has played an important role in the opportunities I have had thus far. The courses I have taken have provided me with the skills necessary to succeed. I am currently on my first co-op term and I honed in on my marketing skills by developing useful strategies with my team. This experience has helped to develop my communication skills as I was required to work with my team to create solutions. I feel that the experience I am gaining is truly valuable as it is preparing me for my marketing career.

"Be open to new opportunities and allow yourself to grow not only as a student but as a leader".

Earn Your Marketing Bootcamp Badge

To earn badges, you must complete levels of programming. For example, if you are interested in obtaining the 'UX Design' badge you have to complete two levels of each session for a total of 4 hours. In addition, you need to complete a 'challenge' before receiving the badge. More information on bootcamp programming and badges, [here](#).



Learn More for Free

Canadian Marketing Association

Take a look at the Canadian Marketing Association (CMA) web-site for resources [here](#).



Fit for Business

FFB's 'Discover the Majors' annual event helps you decide on which major is best for you- it also offers you a networking opportunity with upper-year BTM students. To learn more about FFB, click [here](#)!

Free Courses

Free courses through Google Digital Garage and Academy Hubspot.

[Here](#) and [here](#) to sign up



Visit the Business Career Hub

Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' or visit [here](#).

Bootcamps/Prep Programs

Microsoft Excel - Financial Modeling - VBA - Tableau - PowerBI - Ace This Case Capital Markets - R - Python
[Click here to register for current bootcamps.](#)

Career Coaching

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[TedRogersBCH](#)



[TRSM Business Career Hub](#)



www.torontomu.ca/trsm-careers/



Career Consultant Contributor Hannah Voore

Hannah is a Career Consultant with a focus on Marketing Management, brings four years of experience from the IT and Recruitment industries. As a former Academic Trainer specializing in professional skills and project management, she is committed to equipping TRSM students with the necessary tools to achieve their career goals.



Ted Rogers Student Contributor Priyanka Badhan

Priyanka is currently a 2nd year BTM undergrad student working as a Project Coordinator at the BCH creating and implementing projects in a high quality manner. She is also actively seeking internships.

Data Sources

1. TMU (2022). [Marketing Management at the School of Business Management](#)
2. JobBank (2024). [Job Prospects Marketing Manager](#)
3. LinkedIn (2022). [Toronto Metropolitan University: People](#)
4. LinkedIn (2024). [Marketing Jobs](#)
5. IBISWorld (2022). [Advertising Agencies in Canada - Market Research Report](#)
6. The Ecomm Manager (2021). [What Is Marketing Software? 15 Types & What They Do?](#)
7. Forbes (2021). [15 Top Marketing Trends To Keep An Eye On In 2021](#)
8. MARKETPRO (2020). [Top 11 Marketing Certifications That Can Land You a Job in 2020](#)