Marketing involves the integration of a number of essential strategic business activities: consumer needs assessment, marketing research, sales forecasting, competitive intelligence, product management, new product development, pricing, distribution, integrated marketing communications, and strategic market planning.

Today, a strong marketing skill set is a well-recognized necessity. Large corporations, the public service and not-for-profit organizations are increasingly aware of the necessity for effective marketing. In fact, every organization needs to communicate with its publics and requires marketing expertise. Consequently, career opportunities in marketing are extensive and diversified in both the public and private sector.

A marketing career might, for example, include employment with a retailer, an advertising agency, a market research consulting firm, a sports team, a financial institution, a government agency, an oil company, or any number of high-technology manufacturers.

Many marketing managers or directors have positions that are highly visible within their organizations because they play a major role in strategic planning. Most marketing positions involve some travel, domestic as well as international. Professional marketers are very unlikely to be "chained to their desks".

### Key Skills & Knowledge

Specific applications of these skills is dependent on the role:

- Analyzing complex consumer data
- IT skills
- Commercial awareness
- Organizational skills
- Creativity
- Problem solving
- Critical Thinking
- Project management skills
- Event Planning/Production
- Social Media knowledge and skills
- Interest in people/consumers
- Teamwork
- Interpersonal skills
- Time management

### Sample Job Titles

Some of these roles may require further training, certification or education. Check out the Alberta Government’s occupational profiles for salary info and more detail: [alis.alberta.ca/occinfo](alis.alberta.ca/occinfo)

- Account Representative
- Digital Marketing Manager
- Product Strategist
- Advertising Copywriter
- Economic Development Officer
- Public Relations Coordinator
- Brand Manager
- Information Architect
- Vice President, Marketing
- Business Analyst
- Market Analyst
- Graphic Designer
- Category Development Account Manager
- Market Research Analyst
- Marketing Assistant/Coordinator
- Chief Marketing Officer
- Marketing Consultant
- Marketing Assistant/Coordinator
- Communications Officer
- Online Community Managers

### Need help deciding what to do?

Formal Career Assessments like the Strong Interest Inventory and the Myers Briggs Type Indicator can be helpful tools for your career development. Request an assessment via [CareerLink](#)
Career Services

Your future starts here

- Career Planning
- Job Search Support
- Resume Reviews
- Career Workshops
- Online Job Postings
- Career Fairs
- Networking Events
- Information Sessions
  & much more!

Connect with us:
MacEwan Student Centre, Room 188
T: 403.220.8020
E: csstdnt@ucalgary.ca
CareerLink: ucalgary.ca/careers

faculty Contact
Scurfield Hall
T: 403.220.6593
E: undergraduate@haskayne.ucalgary.ca
W: haskayne.ucalgary.ca
W: ucalgary.ca/admissions/programs

Haskayne Career Centre
Scurfield Hall 350
T: 403.220.6743
E: careercentre@haskayne.ucalgary.ca
W: haskayne.ucalgary.ca/services/career-centre/welcome

Potential Fields

- Agriculture
- Banking and Finance
- Education
- Finance
- Government
- Manufacturing
- Not for Profits
- Any firm with a product/service/idea

Associations & Professional Development

- Canadian Marketing Association (CMA) – Calgary Chapter - www.calgarycma.com
- Canadian Association of Marketing Professionals (CAMP) - www.canadianmarketer.ca
- Direct Marketing Association of Canada (DMAC) - www.directmac.org
- Interactive Advertising Bureau of Canada (IAB) - www.iabcanada.com

Student Clubs

- Alliances in Marketing - www.alliancesinmarketing.com/
- Haskayne Student Association - www.hsaucalgary.com

Aligned Majors

- Communications
- Psychology
- Public Relations

Books & Publications

- Buyology: Truth and Lies about Why We Buy
- The Anatomy of Buzz By Emanuel Rosen
- Made To Stick: Why Some Ideas Survive and Others Die By Chip and Dan Heath
- Tribes by Seth Godin
- Youtility: Why Smart Marketing Is About Help Not Hype By Jay Baer
- The New Rules of Marketing and PR: How To Use Social Media, Online Video, Mobile Applications,Blogs, News Releases, And Viral Marketing To Reach Buyers Directly By David Meerman Scott

Job Boards

Fresh Gigs: www.freshgigs.ca
Media Job Search Canada: www.mediajobsearchcanada.com
Creative Nich Inc.: www.creativeniche.com/jobs
Marketing Magazine: www.marketingmag.ca/jobzone
Media Careers: www.mediacareers.ca
Indeed: https://www.indeed.ca/
LinkedIn: www.linkedin.com
CareerLink: careerlink.ucalgary.ca