

Bachelor of Commerce

Marketing Management



ABOUT THE PROGRAM

Engage yourself in the study of consumer marketing. The focus of the Marketing Management major is understanding customers and competition, and managing local, national and global brands to achieve organizational goals. In addition to core business areas, you will study marketing management, consumer psychology, market research, advertising pricing, product development, quality management, consumer law, and learn how to make decisions based on thorough market analysis. As a student in Marketing Management, you will also take liberal arts and social science courses to provide you with the flexibility to pursue a variety of marketing career paths and diverse leadership roles.

WHY CO-OP?

As a co-op student, you will gain relevant work experience, build professional networks, and develop essential transferable skills needed to succeed in the workplace, all while getting paid and earning your university degree. Guelph's co-op program is unique due to the exceptional level of support provided, including a preparatory course, a personal connection with a Co-op Coordinator to assist you during the employment process and on your work term, and access to senior student mentors.

COURSE SEQUENCING

In the Marketing Management co-op program, you will participate in five co-op work terms in addition to eight academic semesters throughout your five years at the University of Guelph. This sequencing is viewable below:

YEAR	FALL	WINTER	SUMMER
ONE	Academic	Academic	Off
TWO	Academic	Academic	Work
THREE	Work	Academic	Work
FOUR	Academic	Work	Work
FIVE	Academic	Academic	

SAMPLE JOBS

Below are some examples of past Marketing Management co-op positions.

Communications Officer

As a communications officer, you will make an immediate impact on the organization's marketing and communications initiatives. You will create original content for social media channels, write content for web and even develop communication strategies. Additionally, you will have the opportunity to gain experience in event planning and day-of event management.

Consumer Marketing Intern

Support a Consumer Relations department by analyzing consumer feedback and sharing it with decision makers across the company. In this role, you will manage multiple priorities, develop critical analytical skills and demonstrate your exceptional written and verbal communication skills.

Workplace Engagement Officer

In this role, you will directly contribute to the success of a workplace fundraising campaign for a charitable organization. You will gain hands-on experience in fundraising, volunteer management and communications. Experience in this role leads to improved presentation skills as a result of public speaking opportunities, and expansion of your professional network through connecting with key stakeholders within the community.

Additional Sample Jobs: Trade Officer, Marketing Associate, Event Planner, Product Manager, Customer Programs Assistant, Digital Team Assistant.

SAMPLE EMPLOYERS*

- Canadian Tire
- Kellogg Canada Inc.
- Ontario Ministry of Agriculture, Food, and Rural Affairs (OMAFRA) - Foodland Ontario

*This shows a sample of recent co-op employers and will vary depending on employer recruitment needs. During a job search, students are encouraged to be actively engaged and are supported in establishing and maintaining their own personal contacts.

SALARY INFORMATION

Students receive compensation from their employer for co-op work terms. The rate of pay will vary depending on a number of factors including the industry, the student's program of study, and work term level. For your reference, a **Co-operative Education Salary Guide** is available on our website, which provides hourly rates (averages and ranges) for each degree program.

SKILLS & KNOWLEDGE ACQUIRED

Marketing Management co-op students exhibit strengths in the following key areas, developed through the combination of educational, extra-curricular and work experiences:

- Strong analytical skills
- Exceptional leadership and organizational skills
- Well-developed written and verbal communication and interpersonal competencies
- Advanced skills in presentation delivery
- Experience utilizing industry-specific technology and software
- Practical and theoretical understanding of marketing and research principles