

What Can I Do with A Sprott Business Degree?

Bachelor of Commerce, Marketing Concentration

If you're exploring your career options and are not sure which career path to follow, consider some of the following opportunities:

Common Sectors for Employment

- | | | |
|---|-------------------------------------|---|
| <input type="checkbox"/> Business / Professional Services | <input type="checkbox"/> Education | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Hi-Tech | <input type="checkbox"/> Government | <input type="checkbox"/> Publicity |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Insurance | <input type="checkbox"/> Research |
| | <input type="checkbox"/> Management | |

Career Paths

- Marketing Services – product marketing, ad account executive, product packaging designer, creative campaign developer, image consultant
- Niche Marketing – ethnic market strategic planning, advertising/creative development, event marketing and management, public relations, Asian marketing, marketing analyst
- Commercial Production - animator, producer, advertiser, sales manager
- Creative Services - public relations, advertising, branding, graphic design, television broadcasting
- Digital Marketing Services - web developer, web content management, digital communication, media buyer
- Social Media Marketing - managing social media sites, customer engagement, advertising, data analytics
- Direct Marketing - telemarketer, market researcher, database consultant, customer relationship management (CRM)
- Event Marketing - event coordinator, multimedia staging, promotions marketer, event market specialist
- Public Relations - public relations specialist, media officer, speech writer

Related Associations and Organizations

Canadian Marketing Association www.the-cma.org/

Ottawa Chapter <http://www.cmaottawa.com/>

Institute of Communications and Advertising www.ica-ad.com

Marketing Magazine www.marketingmag.ca

World Advertising Research Centre www.warc.com

Careers in Marketing - www.careers-in-marketing.com

Radio Marketing Bureau (RMB) - is a national help desk for radio advertising in Canada. (www.rmb.ca)

Advertising Standards Canada (ASC), (www.adstandards.com)

Association of Internet Marketing and Sales (AIMS) www.aimscanada.ca

Start Exploring Your Options!

Now that you have identified a few careers on this list that you might be interested exploring, start doing a little research to find out more information about them! Use the following web sites to get started:

- <http://www.glassdoor.com> This web site provides the user with an inside look at companies including company salaries, reviews and interviews.
- <http://www.vault.com> This web site provides information about top employers, education programs, job search advice, salary info and job listings. This is now available to students via the mySpratt portal.
- www.workingincanada.gc.ca - This web site provides the user with information about jobs associated with different majors and provides information on projected career growth and salary levels.
- www.careercruising.com - This web site provides detailed information on careers including typical career descriptions, salary levels, required education, sample career paths and interviews with people currently working in the position. Use our login and password to check it out: **Login:** Carleton **Password:** university

Certifications

- ❑ Certified Meeting Professional (CMP)
- ❑ Certified Marketing Specialist (CMS)
- ❑ Certified Marketing Management Professional (CMMP) via www.theiimp.org
- ❑ Certified Marketing Associate Manager (CNAM) via www.theiimp.org
- ❑ Certified Sales Professional (CSP)

Co-op and Experiential Learning An Integral Component of the Bachelor of Commerce Degree

The **Bachelor of Commerce** has a co-op option in Marketing! **Co-op** is an excellent opportunity for students to gain practical and hands on experience in their field. Not only does it give students that cutting edge experience-wise, but it is also an amazing chance to make contacts in your field and do some serious networking. The following is a list of some of the organizations that Sprott marketing co-op students have worked:

- ✓ Public Works & Government Services
- ✓ City of Ottawa
- ✓ Industry Canada
- ✓ Canada Post
- ✓ Chipworks
- ✓ Human Resources & Social Development Canada
- ✓ Environment Canada
- ✓ And more!

There are requirements for the program that you must meet in order to qualify. Interested students should approach the Sprott School of Business and the Career Development & Co-operative Education Office for more information.

Other Opportunities to Explore your Career Options & Get Involved

Volunteering

Another great way to build your resume and gain insight into prospective occupations is to volunteer your time at a relevant organization or association. It is a good opportunity to network and make contacts in your area of study. Why not join a club or society?

Join the Carleton or Sprott Club

Most clubs on campus have a position which entails marketing in some capacity eg., Marketing Director. Consider joining the **Sprott Marketing Students' Association (SMSA)** <http://sprottmarketing.wordpress.com/>. You will find the club a forum to get access to information and resources. Also provides professional and social events to SMSA members allowing to network with professors and professionals in the marketing field.

Join a Sprott Student Club

Student run clubs and societies are a great way to network with people of similar interests. Not only is it a good chance to network with people of similar interests, it also looks great on a resume.

- ✓ Sprott Business Students' Society (SBSS)
- ✓ Sprott Business Communication Club (SBCC)

For more information on career and employment resources through the **Sprott School of Business** please contact the Business Career Management Centre at 613-520-3973 or by email at sprottcareers@sprott.carleton.ca. Make sure to read **Sprott of the Press** each week and check the **Sprott Career Portal** regularly for information related to upcoming events and new job postings.
On Facebook, [Sprott Career Management Centre](#)
On Twitter, [@SprottCareers](#)
On Instagram, [@SprottCareers](#)