

# WHAT TO DO WITH A DEGREE IN MARKETING



A degree in Marketing opens the door to a creative, fast-paced, and strategic career across a wide range of industries and organizations. Whether you're interested in branding, digital media, market research, or content creation, a marketing degree equips you with valuable, transferable skills that businesses depend on. If you want to build strong brand identities, understand consumer behaviour, or drive engagement in a competitive marketplace, studying Marketing can lead to a wide variety of exciting and rewarding opportunities.

This profile is designed to be a **starting point for your career exploration**. It can help you:

- Discover potential career options;
- Guide your research into industries and job roles;
- Identify relevant employers and professional associations;
- Make meaningful connections with people in your field of interest.

## Key Skills & Knowledge

• Consumer Behaviour	• Project Management
• Marketing Strategy & Planning	• Sales
• Creative Thinking	• Communication Skills
• Branding & Positioning	• Advertising & Promotions
• Digital Marketing	• Relationship Building
• Teamwork & Collaboration	• Content Creation & Storytelling
• Marketing Research & Analytics	• PR & Communications
• Adaptability & Willingness to Learn	• Action Oriented
	• Leadership & Initiative
	• Adaptability & Curiosity

## START YOUR FUTURE HERE

### Contact the School of Business

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W: [www.ufv.ca/business](http://www.ufv.ca/business)

#### *Important Note:*

This resource does not list every possible career path, and it's **not meant to limit your choices**. Your career journey is unique, and there are countless opportunities beyond what's listed here.

Use this guide as a tool for **discovery**—to reflect on what interests you, explore new possibilities, and uncover opportunities that align with your goals, values, and strengths.

## Sample Job Titles

Job opportunities vary based on your degree specialization, experience, and industry. Some of these roles may require further training, certification or education. Check out the British Columbia government's [occupational profiles](#) for salary info and more detail.

• Marketing Assistant	• Social Media Coordinator
• Account Coordinator	• Marketing Research Assistant
• Market Analyst (Junior)	• Inside Sales
• Event Marketing Coordinator	• Brand Assistant
• Communications Coordinator	• Sales Development Representative
• Digital Marketing Assistant	• Promotions Representative

## Potential Fields

• Education & Non-profits	• Government & Public Sector
• Advertising, PR & Digital Agencies	• Hospitality, Travel & Tourism
• Tech & Start-up Companies	• Manufacturing & Trades
• Healthcare & Pharmaceuticals	• Media, Entertainment & Publishing
• Film, Media & Creative Industries	• Finance, Insurance & Banking
• Real Estate & Construction	• Entrepreneurship & Freelancing

#### *Disclaimer*

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# Associations & Professional Development

Canadian Marketing Association (CMA):  
[www.thecma.ca](http://www.thecma.ca)

Canadian PR Society: [www.cprs.ca](http://www.cprs.ca)

Interactive Advertising Bureau of Canada (IAB Canada):  
[www.iabcanada.com](http://www.iabcanada.com)

International Association of Business Communicators (IABC): [www.iabcana.com](http://www.iabcana.com)

Advertising Standards Canada: [www.adstandards.ca](http://www.adstandards.ca)

Strategy Magazine: [www.strategyonline.ca](http://www.strategyonline.ca)

LinkedIn Learning & Coursera: For online professional development and certification programs.

## Get Involved

Exploring and engaging with marketing opportunities while you're still in university is a smart way to gain experience, grow your network, and set yourself apart after graduation. Here's how to get started:

- Join a Student Club: Take on a leadership role in event planning, communications, or digital promotion—real marketing experience!
- Become a Student Member of a Professional Association
- Volunteer or Freelance to Build Your Portfolio
- Attend Conferences, Career Fairs, & Networking Events
- Pursue Co-ops, Internships, or Summer Jobs:  
[www.ufv.ca/jobs](http://www.ufv.ca/jobs)
- Build your Personal Brand

## Job Boards

CMA Job Board: [www.marketing-jobs.ca](http://www.marketing-jobs.ca)

TalentEgg Sales & Marketing Career Guide:  
[www.talentegg.ca/career-guides/sales-and-marketing](http://www.talentegg.ca/career-guides/sales-and-marketing)

WorkInTech: [www.workintech.ca](http://www.workintech.ca)

Career Builder: [www.careerbuilder.ca](http://www.careerbuilder.ca)

Glassdoor: [www.glassdoor.ca](http://www.glassdoor.ca)

Indeed: [www.ca.indeed.com](http://www.ca.indeed.com)

Jobs.ca: [www.jobs.ca](http://www.jobs.ca)

LinkedIn: [www.linkedin.com/jobs](http://www.linkedin.com/jobs)

Simply Hired: [www.simplyhired.ca](http://www.simplyhired.ca)

Workopolis: [www.workopolis.com](http://www.workopolis.com)

Government of Canada Job Bank:  
[www.jobbank.gc.ca/findajob](http://www.jobbank.gc.ca/findajob)

WorkBC: [www.workbc.ca](http://www.workbc.ca)

UFV Centre for Experiential & Career Education:  
[www.ufv.ca/jobs](http://www.ufv.ca/jobs)

UFV Human Resources: [www.ufv.ca/careers](http://www.ufv.ca/careers)

## Next Steps

### STEP 1: Identify your top 3-5 skills:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### STEP 3: Research these jobs on [Indeed.ca](http://Indeed.ca)

### STEP 4: Identify 5-7 work environments that you think would be a good fit for you:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

### STEP 2: Write down 5-7 job titles that interest you:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

### STEP 5: Meet with your School of Business Advisor to discuss your findings and create an educational plan that matches what you've discovered:

[Book an Advising Appointment](#)