

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

START YOUR FUTURE HERE

Contact the School of Business

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

Potential Fields

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

Disclaimer

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Associations & Professional Development

Canadian Marketing Association (CMA):
www.thecma.ca

Canadian PR Society: www.cprs.ca

Interactive Advertising Bureau of Canada (IAB Canada):
www.iabcanada.com

International Association of Business Communicators (IABC): www.iabcanada.com

Advertising Standards Canada: www.adstandards.ca

Strategy Magazine: 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
- Build your Personal Brand

Job Boards

CMA Job Board: www.marketing-jobs.ca

TalentEgg Sales & Marketing Career Guide:
www.talentegg.ca/career-guides/sales-and-marketing

WorkInTech: www.workintech.ca

Career Builder: www.careerbuilder.ca

Glassdoor: www.glassdoor.ca

Indeed: www.ca.indeed.com

Jobs.ca: www.jobs.ca

LinkedIn: www.linkedin.com/jobs

Simply Hired: www.simplyhired.ca

Workopolis: www.workopolis.com

Government of Canada Job Bank:
www.jobbank.gc.ca/findajob

WorkBC: www.workbc.ca

UFV Centre for Experiential & Career Education:
www.ufv.ca/jobs

UFV Human Resources: 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

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](#)