



MARKETING

INDUSTRY OVERVIEW:

Marketing is the process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communication, and business development. It is an integrated process through which companies create value for customers and build strong customer relationships to capture value from customers in return.

The process of marketing starts with marketing management. Whether your organization promotes a product or service, there is someone responsible for the success of that product or service in the marketplace. This is the most basic function in marketing and all other functional areas stem from this position. These people coordinate the efforts of internal and external teams to make a product or service successful in the market.

Basically, organizations have two choices: 1) they can manage their own marketing/promotion by hiring people/teams to execute those activities or 2) they can contract the services of a marketing agency, which will do the marketing work for that organization.

The other main functional areas of marketing include:

- Market research
- Brand management
- Brand/product/marketing strategy (and sometimes even product design)
- Advertising
- Public relations/marketing communications
- Marketing analytics
- Business development (planning for how to expand in new markets and developing strategic partnerships to support this expansion)
- Martech (marketing technology)
- Sales
- Ecommerce

And different types of marketing specializations include (note that some of these overlaps quite a bit):

- Product marketing
- Content marketing
- Digital marketing and SEO
- Social media marketing
- Visual marketing (web and graphic design careers fall under this)
- Direct marketing
- Event marketing
- Influencer marketing
- Video marketing
- Experiential marketing (was dying, seems to be making a comeback post-Covid)

Organizations that offer expertise in these functional areas are typically referred to as agencies. They offer very specialized services in a specific area of the marketing mix and sell these services to multiple organizations over several different products and services. These organizations typically do not own any of the products or services for which they execute marketing related activities.

RECRUITMENT INSIGHTS:

- **Application:** Must be focused on the specific job function for which you are applying. Generic cover letters and resumes will not be accepted. Resumes can be up to 2 pages in length, but make sure if you have 2 pages you fill 2 pages with relevant content. Otherwise, you are better off having a well written 1-page resume.



- **Narrow Your Focus:** Do not appear uninformed by telling an employer you want a job in marketing. Marketing is a general term and using it while job searching shows the employer you lack focus, or you simply do not understand the various opportunities available. Be specific about which functional area you want to work in (advertising, brand management, or logistics, etc.) and seek out professionals in those functional areas to learn more and find opportunities.
- **Networking:** You should expect to work in a lot of cross-functional teams in marketing. Therefore, relationship building is critical. This makes networking a critical part of any job search in marketing.

TYPICAL JOB TITLES:

Entry-level, specialist, and coordinator jobs:

- Email Marketing Specialist
- Marketing Coordinator
- Marketing Assistant
- Social Media Coordinator
- Marketing Specialist

Managerial jobs:

- Public Relations Manager (or PR Manager)
- Copywriter
- Brand Manager
- Product Marketing Manager
- Digital Marketing Manager
- Advertising Manager
- Online Marketing Manager

Director jobs:

- Director of Marketing Communications
- Director of Advertising
- Director of Corporate Communications
- Social Media Director
- Digital Marketing Director
- Marketing and Sales Director
- Advertising Director

Executive-level marketing jobs:

- Chief Marketing Officer (CMO)
- Senior Vice President of Marketing
- Vice President of Online Marketing
- Vice President of Sales and Marketing

RELEVANT WEBSITES:

- www.linkedin.com - A must have in today's social recruitment landscape; your LinkedIn profile is going to open doors to opportunities that you never knew existed. Get started by checking out the learning resources for students.
- www.the-cma.org/ - The Canadian Marketing Association website is a great resource to help get started in marketing. Through this website you can also find a list of the other association websites for the various functional areas of marketing.
- www.jobbank.gc.ca/trend-analysis/search-wages - labor market in Canada: Discover wage insights and make informed career decisions with the Canadian Job Wages website. Students can input their chosen job titles from their studies and instantly access valuable wage data, aiding them in understanding salary trends across different professions in Canada. This resource equips students with the knowledge to navigate the job market effectively and plan their career paths wisely.