

Why Select the Marketing Concentration

Marketing is the engine of all enterprises. Marketers are entrusted to develop and implement effective decisions involving:

- product development and modification
- price
- distribution
- promotion and communication
- social responsibility

These initiatives are the critical determinant of the organization's success, and by extension, responsible for the continuing welfare of all individuals employed by it.

Marketing Opportunities and Rewards

- Half of all available business jobs in Canada are in Marketing.
- Careers are wide ranging and often glamorous/exciting - advertising, event promotion, international buying.
- Skills are readily transferable – one domain, business or country to another.
- Rewards can be quick and generous, regardless of seniority.
- Changing lifestyles are easily accommodated.