

Management & Marketing (BBA)

Specialist

Major

Minor

Department of Management

See also co-op option

Marketing at UTSC ensures that students take a holistic orientation by developing an in-depth theoretical understanding of the fundamental aspects of Marketing Strategy including the Company, Competition and Consumer, while simultaneously getting a rigorous training in the nuances of implementing Marketing Tactics through the many tools offered by Pricing, Promotion, Product, and Distribution. The Marketing area is also one of the few streams that promotes critical thinking among students by offering advanced courses such as Special Topics I and II, Judgment and Decision Making, and Marketing Models that challenge students to explore more advanced issues and topics. In addition, this is one of the few areas that offers hands-on experience and prepares students to take on Marketing Manager's role by relying on case studies and market simulation-based courses.

Complementary Programs: AFFILIATED PROGRAMS: Please visit The Bridge website for more information on our New Venture, Innovation and Fin Tech co-curricular programs (utsc.utoronto.ca/thebridge/).

Make the most of your time at UTSC!

We want to help you maximize your university experience, so we've pulled together information and suggestions to get you started, although there are many more! As you review the chart on the inside pages, note that many of the suggestions need not be restricted to the year they are listed. In fact, activities such as joining a student club, engaging with faculty and seeking opportunities to gain experience should occur in each year of your study.

Check out future career opportunities and skills acquired from completing this program:

Competencies & Skills

- Prepare and make presentations, write detailed reports and convey concepts and ideas
- Attention to detail; critical and analytical thinking; evaluate ideas and research; understand the competition and the consumer to develop a Marketing Strategy
- Make decisions and interpret research and data
- Manage multiple priorities

Careers for Graduates

- Product Manager
- Brand Manager
- Market Research Analyst
- Marketing Coordinator
- Social Media Specialist
- Advertising Executive
- Project Coordinator
- Sales Manager
- Customer Relationship Manager
- Communications Coordinator
- Digital Marketing Officer

Further Education

- Marketing
- Advertising
- Public Relations
- Master of Business Administration
- Project Management
- Social Media/Media Communications



Connect with Alumni at events on **CLNx** and through **Partners in Leadership**, **10,000 Coffees**, **LinkedIn** and more!

For more information go to:
uoft.me/alumni-services

**NEED HELP CHOOSING
YOUR PROGRAM?**

See uoft.me/choosing



Management & Marketing (BBA) Specialist Program Pathway

HOW TO USE THIS PROGRAM PATHWAY

Read through each year; investigate what appeals to you here and in other Program Pathways that apply to you. Note that this Pathway is only a suggestion. **For the most up to date information, please check the UTSC Calendar.**

CHOOSE YOUR COURSES WISELY

DEVELOP YOUR ACADEMIC & RESEARCH SKILLS

APPLY THEORY TO PRACTICE

BECOME AN ENGAGED CITIZEN (LOCALLY & GLOBALLY)

PLAN FOR YOUR FUTURE CAREER

YEAR 1

- 1.5 to 2.0 credits as follows: MGMA01H3, MGTA05H3 or (MGTA01H3 and MGTA02H3), MGTA35H3.
- 1.0 credit as follows: MATA32H3 and MATA33H3 (strongly recommended), or MATA30H3/A31H3 and MATA35H3/A36H3/A37H3.
- 1.0 credit as follows: MGAB01H3, MGAB02H3.
- 1.0 credit as follows: MGEA02H3, MGEA06H3.

- Visit The BRIDGE online or in person to learn about and develop your research skills in preparation for academic work.
- Join the Management First Year Learning and Integration Program (F.L.I.P.).
- Use the Peer Tutor Program for help.

- Start building your Co-Curricular Record (CCR) and search for Experiential Learning opportunities.
- Check out all Management Clubs at uoft.me/mgmtclubs including The Marketing Group (TMG).
- Attend business competitions, information seminars, networking events and other events.

- Join the Department of Management Volunteer Program and Street Team to build experience and to get involved.
- Attend the Management & Economics Student Association's (MESA) activities and events.
- Explore opportunities to get involved in community-building activities through The BRIDGE.

- Volunteer with organizations in industries related to your program of study; check listings on the Career & Co-Curricular Learning Network (CLNx).
- Connect with a Career Strategist in the AA&CC.

YEAR 2

- 0.5 credits from: MGMB01H3.
- 2.0 credits from: MGAB03H3, MGFB10H3, MGHB02H3 MGHB12H3
- 2.0 credits as follows: MGEB02H3, MGEB06H3, MGEB11H3, MGEB12H3.
- At least 0.5 credit in Strategic Management chosen from a list of selected courses (check UTSC Calendar).

- Consider applying to become an RA (Research Assistant) with the department.
- Familiarize yourself with all the research tools and data resources The BRIDGE has to offer.

- Apply to be an Associate with one of our Management Clubs.
- Check out the Management Weekly Newsletter for employer engagement opportunities.
- Consider taking courses through the Explore Program to learn French or take a Summer Abroad; funding is available. Visit the International Student Centre (ISC) for details.

- Share ideas about critical issues with students in Colombia, South Africa, France, USA, and Canada through ISC's Global Commons.
- Join one of DSL's Community Action Projects.
- Complete ISC's Global Citizenship Certificate to prepare for working in a culturally diverse world.

- Interested in an entrepreneurial career? Join The BRIDGE's New Venture Program.
- Considering grad school? Speak to professors and program advisors early so that you know what to keep in mind.
- Explore careers through the AA&CC's Job Shadowing and In The Field programs.

YEAR 3

- 2.0 credits from: MGOC10H3, MGFC10H3, MGHC02H3, MGOC20H3.
- At least 1.5 credits in C- or D-level Marketing, chosen from: MGMC01H3, MGMC02H3, MGMC11H3, MGMC12H3, MGMC13H3, MGMC14H3, MGMD01H3, MGMD02H3, MGMD10H3, MGMD11H3, MGMD20H3, MGMD21H3.
- Meet with your Program Advisor and use Degree Explorer to ensure you are on track with your degree.

- Schedule an appointment with your Liaison Librarian for in-depth research assistance with your assignments.
- Develop research skills by entering to win the UTSC Library Undergraduate Research Prize or Poster Forum.

- Apply for an executive position with The Marketing Group (TMG), MESA, or another club.
- Apply for the Student Exchange Program through the ISC and take entrepreneurship-focused courses that have a work experience with a start-up in Asia's hottest innovation ecosystem.

- Volunteer to be a Management Peer Tutor or First Year Learning and Integration Program (F.L.I.P.) Mentor.
- Attend the UTSC Get Experience Fair to learn about both local and international volunteer, work and travel opportunities to enhance your competencies and skills and to get involved.

- Check CLNx for Networking events and Employer Information sessions to attend.
- Attend the UTSC Graduate & Professional School Fair in September.
- Develop professional skills by participating in case competitions.
- Talk to your Student Experience Coordinator to learn about your options.

YEAR 4 or FINAL YEAR

- At least 1.5 credits in C- or D-level Marketing, chosen from: MGMC01H3, MGMC02H3, MGMC11H3, MGMC12H3, MGMC13H3, MGMC14H3, MGMD01H3, MGMD02H3, MGMD10H3, MGMD11H3, MGMD20H3, MGMD21H3.
- 1.0 credit of C-level Economics for Management Studies courses [excluding MGEC91H3, MGEC92H3, MGEC93H3].
- Meet with your Program Advisor and use Degree Explorer to ensure you are on track with your degree.
- Register your "Intent to Graduate" on ACORN by the deadline.

- Schedule an appointment with your Liaison Librarian for in-depth research assistance with your assignments, as well as for help submitting your C- and D-level papers to the UTSC Library Undergraduate Research Prize.

- Apply for the Summer Research Exchange Program to research at an international partner university; earn credit and receive funding! Visit the ISC for details.
- Attend the Summer & Full-time Job Fair in January to meet with potential employers looking to hire students for relevant summer and full-time positions.

- Participate in the AA&CC's Partners in Leadership program to learn and network with an alumni mentor about transitioning to work or further education.
- Consider joining a relevant professional association; volunteer for their events and get to know people in your industry of interest.
- Join the UTSC Management Group on 10,000 Coffees.

- Discuss your grad school plans with your professors and AA&CC staff and get your Personal Statement reviewed in the AA&CC.
- Get your Personal Statement reviewed in the AA&CC
- Attend the AA&CC's Get Hired job search conference in April/May.
- Attend the Jobs for Grads orientation for a job search "crash course"; find job opportunities on CLNx.

Management & Marketing (BBA)

Department of Management

SERVICES AT UTSC THAT SUPPORT YOU:

To learn about resources and departments that can support you, download the UTSC Student Experience app or visit uoft.me/StARTNow

Diversity & Inclusion

The University of Toronto Scarborough commits to intentionally foster a welcoming and supportive environment for students, faculty, and staff where diversity is valued, and every member of the community feels a sense of belonging on campus.

utsc.utoronto.ca/edo/

Academic Integrity

The university community supports an environment of academic integrity; these are values that include honesty, trust, fairness, respect and responsibility. Learn about the university's academic rules and how to avoid accidental plagiarism by attending an Academic Integrity Matters (AIM) workshop.

academicintegrity.utoronto.ca/

Healthy Campus

UTSC provides supportive environments, resources and services to empower students to maintain their overall physical and mental health and foster their academic success.

uoft.me/healthycampus/

Co-Curricular Record

The co-curricular record is an official institutional document that recognizes your involvement outside the classroom as a significant part of your U of T experience.

clnx.utoronto.ca/ccr

FUTURE STUDENTS

For admission requirements to UTSC, check out the U of T Scarborough Viewbook or contact:

Admissions & Student Recruitment

University of Toronto Scarborough
Room HL104, Main Floor, Highland Hall
416-287-7529

admissions@utsc.utoronto.ca

CURRENT STUDENTS

Departmental Contact

<https://www.utsc.utoronto.ca/mgmt/academic-advising-and-course-updates>

Management & Marketing Librarian

Mariana Jardim,
mariana.jardim@utoronto.ca

BRIDGE Librarian

Stephanie Perpick,
stephanie.perpick@utoronto.ca

Academic Advising & Career Centre

Room AC213 | 416-287-7561

Department of Student Life

Room SL157 | 416-208-4760

MESA, (Management & Economics Student Association) [mesa.ca](https://www.mesa.ca)

DID YOU KNOW...

All BBA students participate in at least one Work Integrated Learning opportunity prior to graduation.



Glossary of acronyms:

AA&CC - Academic Advising & Career Centre

CCR - Co-Curricular Record

CLNx - Career & Co-Curricular Learning Network

CTL - Centre for Teaching & Learning

DSL - Department of Student Life

F.L.I.P. - First Year Learning & Integration Program

ISC - International Student Centre

MESA - Management & Economics Student Association

SCSU - Scarborough Campus Students Union

DISCLAIMER: Please refer to the calendar for the most current and accurate information on programs and degrees: utsc.calendar.utoronto.ca