

### FIRST YEAR

### MIDDLE YEARS

### FINAL YEAR

### ACADEMIC SUCCESS



#### DEVELOP

a Course Plan and  
Build Academic Skills

- Review your program requirements with a Student Central Professional.
- Check out the [Academic Support Zone](#) for writing and tutoring support.
- Review your program requirements on the [Academic Calendar](#).
- Familiarize yourself with your [myInfo](#) account, self help, and degree audit tools.
- Read through the [Academic Regulations](#).
- If you need academic accommodations, meet with our [Student Accessibility Services team](#).
- Discuss any questions or concerns with your FOBA Program Chair.
- Visit your professors during their office hours.

- Visit the [Academic Support Zone](#).
- Meet with your Chair or a Student Central Professional to discuss your academic progress, and current/future courses.
- Consider post-degree programs that may require specific courses or academic requirements - start to create a plan.
- Make sure to check your degree audit at the beginning and end of the year (found on [myInfo](#)). You need to check this anytime you add/drop courses.
- Discuss any questions or concerns with your FOBA Program Chair.
- Confirm your major prior to the end of 2nd year.
- Explore potential marketing projects that could be built into a strategic project in the Strategy Project course.

- Meet with your Chair and [Student Central](#) to ensure you are in progress to complete all necessary degree requirements needed for graduation consideration.
- Submit your Intent to Graduate.
- RSVP for convocation ceremonies.
- Understand application requirements, processes and deadlines for future programs of interest.
- Discuss any questions or concerns with your FOBA Program Chair.

#### ACADEMIC SKILLS CHECKLIST

- Reading comprehension
- Writing skills
- Presentation skills
- Quantitative skills
- Market research skills
- Software applications
- Data analysis
- Teamwork
- Conflict management
- Leadership
- Decision making
- Problem-solving
- Creative/innovative thinking
- Critical thinking
- Ethical and legal knowledge
- Managing brands
- Managing marketing communications
- Managing equity, diversity, and inclusion
- Application of principles within and across functional areas of business
- Systems integration
- Application of technology



#### CONNECT

and Gain Experience  
with the Local and  
Global Community

- Register in courses that contain in-class experiential learning opportunities such as case studies and labs.
- Meet the Chair of your Department - get to know them, and let them get to know you.
- [Get involved](#) in student clubs and organizations.
- Get involved with [Enactus Lakehead](#) (Thunder Bay campus).
- Participate in events in [Ingenuity](#).
- Ask to volunteer for the department. Find out if faculty know of any opportunities where you can develop skills.

- Develop networks and connect with your professors.
- Visit during office hours, ask questions, and engage with their research/projects.
- Consider a [work-study job](#). It's a great opportunity to gain experience, as well as assist in the cost of your education.
- Consider a summer co-op placement after 2nd year or for a full year placement after 3rd year. [Reach out](#) if you have questions or require support.
- Consider participating in the [WIL@Lakehead](#) program in 3rd or 4th year.
- Consider studying abroad through Lakehead's [Study Abroad](#) program (start planning in 2nd year to go in 3rd year).
- Get involved in case competitions (3rd year).
- Consider a leadership role in a student club or organization.
- See what professors are doing; sometimes they look for student workers during the year. Don't hesitate to reach out!

- Consider working on applied research, such as a thesis project.
- Connect to the local community through attending courses that involve case studies.
- Join different networking platforms such as [Lakehead Connect](#).
- Communicate interest in career-related opportunities with your professors.
- Attend fairs and events including the Graduation Fair.
- Get involved in case competitions.
- Consider a leadership role in a student club or organization.
- Participate in Research and Innovation week poster presentations.
- Consider joining Toastmasters; an organization that allows you to develop essential public speaking skills.

#### EXPERIENTIAL LEARNING CHECKLIST

- Co-operative Education (Co-op)
- Work Integrated Learning @ Lakehead (WIL@Lakehead)
- Internships
- Research Assistantships
- Case Competitions
- Student clubs and organizations
- Research and Innovation Week



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## PREPARE

for Postgraduation or Career

- Visit the [Career Zone](#) to explore your career options and find out about the services offered.
- Check out the job bank at [mysuccess.lakeheadu.ca](http://mysuccess.lakeheadu.ca) to learn about summer job and on campus opportunities in your program.
- Meet with professors/ dis-cipline coordinators to discuss different streams of marketing careers.
- Meet with a Student Central Professional to discuss financial management, and funding resources.
- Consider applying for OSAP/Provincial Loan funding.
- Discuss bursary and award opportunities with [Student Central](#).

- Start connecting with employers through on campus recruitment events, such as career fairs and employer visits.
- Join [Lakehead Connect](#) to make connections with alumni in industry.
- Consider taking the [Strong Interest Inventory Assessment](#) to learn about career options.
- Develop relationships with faculty. Future references can be important.
- Keep updated on the latest marketing trends in Canada and globally.

- Build career readiness skills by attending resume, job search and interview skills workshops through the Career Zone.
- Attend the Career and Job Fair/Career and Summer Job Fairs to network with employers.
- Consider and discuss graduate school options with your faculty.
- Finish strong with your final year – in many cases, grad programs only look at your last year or two of grades.
- Understand the terms and conditions of your provincial funding to understand the repayment requirements.
- Consider graduate school and apply for funding (scholarships).
- Keep updated on the latest marketing trends in Canada and globally.

### CAREER DEVELOPMENT CHECKLIST

- Apply for job opportunities in your field.
- Create a LinkedIn account.
- Network with employers on and off campus.
- Network during Volunteer and Career Fairs.
- Consider arranging an [Informational Interview](#).
- Research employment opportunities tied to skills developed in your major
- Checkout [Resources and Tools](#) on the Career Zone Website.
- Keep track of your skills and experiences for your cover letters and resumes.
- Have your resume reviewed in the Career Zone.
- Gain valuable soft skills through completing [online certificate modules](#).
- Check the Career Zone [calendar](#), and attend ongoing employer information sessions and career fairs.

#### ▶ What skills do employers want?

- Interpersonal skills
- Market research
- Creativity and imagination
- Organization skills
- Communication skills
- Analytical abilities
- Understanding the markets and customers
- Critical thinking

#### ▶ What skills will I gain with this major?

- Interpersonal skills
- Market research
- Opportunity for creativity
- Organization skills
- Communication skills
- Analytical abilities
- Understanding the markets and customers
- Critical thinking

#### ▶ What double degrees can I do with this major?

- Human Resources
- IS/Business Analytics

#### ▶ What graduate degrees could I pursue?

Lakehead programs:

- Offers the Master of Science in Management with the opportunity to develop a research project in any Marketing topic.

Other universities:

- Other universities offer specialized master programs in Marketing, Digital Marketing, Marketing Strategy, Media and Communications and other specialties.

#### ▶ What types of minors can I do?

- Human Resources
- IS/Business Analytics
- Accounting,
- Finance

#### ▶ What could I add to my degree?:

- Chartered Marketer (Canadian Marketing Association)
- Certified Marketing Research Professional (Marketing Research and Intelligence Association)
- There are also a number of certificates that graduates from Marketing can complete, like Digital marketing, Digital Marketing Strategy, Digital Analytics, Integrated Branding or Marketing Math, all offered by the Canadian Marketing Association.

#### ▶ What careers can I pursue?\*

- Careers in marketing, including Marketing Specialist, Marketing Manager, Digital Marketing Specialist, and others.
- Careers in sales or customer experience, such as a Customer Service Specialist, Account Manager, Sales representative, Sales Coordinator, or Customer Experience Specialist.

\*Your career path is not limited to this list. There could be other options to explore!

#### ▶ What field of work are alumni working in?

- Banking
- Senior Marketing Specialist
- Customer Services Specialist
- Sales and Account Management
- Digital Marketing
- Social Media Management
- Public Relations
- Management/Leadership in various fields

#### ▶ What percentage of graduates are employed within 2 years after graduation?

- 100.0% of graduates are employed!

## STUDENT SUCCESS CENTRE

THUNDER BAY (SC0008)

(807) 343-8018  
ssc@lakeheadu.ca  
Monday - Friday | 8:30am - 4:30pm

ORILLIA (OR1021)

(705) 330-4010 x 2118  
orillia.ssc@lakeheadu.ca  
Monday - Friday | 8:30am - 4:30pm

## CAREER ZONE

THUNDER BAY (UC00)

(807) 343-8010 x 8264  
careerzone.ssc@lakeheadu.ca  
Monday - Friday | 10:00am - 4:30pm

## SOCIAL MEDIA

THUNDER BAY

lakeheadlife  
 @lakeheadlife  
 @lakeheadlife

ORILLIA

lakeheadlifeor  
 @lakeheadlifeor  
 @lakeheadlifeor