



MAJOR MAP CAREER PLANNING:

MARKETING

FACULTY OF BUSINESS ADMINISTRATION



What skills will I gain with this major?

- Market Research
- Communication Skills
- Creativity
- Interpersonal Skills
- Organizational Skills
- Analytical Abilities
- Critical Thinking

Options for Experiential or Work-integrated-learning

- This program includes an optional co-op of up to 12 months (3 terms)

See more at: lakeheadu.ca/coop

See more about Marketing at:
lakeheadu.ca/marketing

FREQUENTLY ASKED QUESTIONS

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

- 93%

Source: Ontario University Graduate Survey (OUGS): 2021

What range of salary can I expect within 2 years of graduation?

- \$67.4K

Source: Ontario University Graduate Survey (OUGS): 2021

What graduate programs could I pursue?

- Master of Marketing (MMKG)
- Master of Science in Management (MScM)
- Master of Media, Communication & Public Relations
- MBA with Marketing Concentration

What types of minors can I do?

**offered with honours degree or equivalent 4-year degree*

- Human Resources Management/Industrial Relations
- Business Analytics and Information Systems
- Accounting
- Finance

Are there any additional certifications for career development?

- Certified Marketing Research Professional
- Search & Display Advertising Certification
- Inbound Marketing Certification
- Social Media Marketing Certification
- Digital Analytics Certification

What are some careers that graduates pursue?

- Digital Marketing Manager
- Marketing Analyst
- Brand Manager
- Sales & Business Development
- Social Media Strategist
- Public Relations Specialist
- Market Research Analyst
- Product Manager



MY CAREER DEVELOPMENT PLAN



Lakehead
UNIVERSITY



Connect with Career Services & Co-op:
lakeheadu.ca/careerzone

Build your own self-guided academic and career journey.

YEAR	INTERESTS & GOALS	EXPLORE EXTRA-CURRICULAR EXPERIENCES	EXPLORE ACADEMIC COURSE OPTIONS	NEXT STEPS
1	"Networking!"			
2		"Join a club"	"Business 1056"	
3				"Setup a meeting with a career advisor"
4				