Careers in Marketing

Now that you have completed this course in marketing, you have a good idea of what the field entails. You may have decided you want to pursue a marketing career because it offers constant challenge, stimulating problems, the opportunity to work with people, and excellent advancement opportunities. But you still may not know which part of marketing best suits you—marketing is a very broad field offering a wide variety of career options. This section helps you discover what types of marketing jobs best match your special skills and interests, shows you how to conduct the kind of job search that will get you the position you want in the company of your choice, describes marketing career paths open to you, and suggests other information resources.

Marketing Careers Today

The field of marketing is booming in the twenty-first century, with nearly a third of all North Americans now employed in marketing-related positions. Marketing salaries may vary by company, position, and region, and salary figures change constantly. In general, entry-level marketing salaries usually are only slightly below those for engineering and chemistry but are equal to or exceed starting salaries in economics, finance, accounting, general business, and the liberal arts. Moreover, if you succeed in an entry-level marketing position, it’s likely that you will be promoted quickly to higher levels of responsibility and salary. In addition, because of the consumer and product knowledge you will gain in these jobs, marketing positions provide excellent training for the highest levels in an organization. A recent study by an executive recruiting firm found that more top executives come out of marketing than any other functional group.

Overall Marketing Facts and Trends

In conducting your job search, consider the following facts and trends that are changing the world of marketing.

Technology: Technology is changing the way marketers work. For example, price coding allows instantaneous retail inventorying. Software for marketing training, forecasting, and other functions is changing the ways we market. The Internet is creating new jobs and new recruiting rules. For example, consider the explosive growth in new media marketing. Whereas advertising firms have traditionally recruited “generalists” in account management, “generalist” has now taken on a whole new meaning—advertising account executives must now have both broad and specialized knowledge.

Diversity: The number of women and minorities in marketing continues to rise. Traditionally, women were mainly in retailing. Now, women and minorities are rapidly moving into all industries. They also are rising rapidly into marketing management. For example, women now outnumber men by nearly two to one as advertising account executives. As marketing becomes more global, the need for diversity in marketing positions will continue to increase, opening new opportunities.

Global: Companies such as Nortel, Bombardier, Alcan, Unilever, and McDonald’s have become multinational, with operations in hundreds of countries. Indeed, such
companies often make more profit outside Canada than they do within the country. It’s not just the big companies that are involved in international marketing. Organizations of all sizes have moved into the global arena. Many new marketing opportunities and careers will be directly linked to the expanding global marketplace. The globalization of business also means that you will need more cultural, language, and people skills in the marketing world of the twenty-first century.

**NONPROFIT ORGANIZATIONS:** Increasingly, colleges, arts organizations, libraries, hospitals, and other nonprofit organizations are recognizing the need for effectively marketing their “products” and services to their various publics. This awareness has led to new marketing positions—with these organizations hiring their own marketing directors and marketing vice presidents or using outside marketing specialists.

**LOOKING FOR A JOB IN TODAY’S MARKETING WORLD**

To choose and find the right job, you will need to apply the marketing skills you’ve learned in this course, especially marketing analysis and planning. Follow these nine steps for marketing yourself: (1) Conduct a self-assessment and seek career counseling; (2) examine job descriptions; (3) develop job search objectives; (4) explore the job market and assess opportunities; (5) develop search strategies; (6) prepare a résumé; (7) write a cover letter and assemble supporting documents; (8) interview for jobs; and (9) follow up.

**CONDUCT A SELF-ASSESSMENT AND SEEK CAREER COUNSELING**

If you’re having difficulty deciding what kind of marketing position is the best fit for you, start out by doing some self-testing or getting some career counseling. Self-assessments require that you honestly and thoroughly evaluate your interests, strengths, and weaknesses. What do you do well (your best and favorite skills) and not so well? What are your favorite interests? What are your career goals? What makes you stand out from other job seekers? The answers to such questions may suggest which marketing careers you should seek or avoid. For help in making an effective self-assessment, look at the following books in your local bookstore: Richard Bolles, *What Color Is Your Parachute?* (Berkeley, CA: Ten Speed Press, published annually) and Barbara Sher, *I Could Do Anything If I Only Knew What It Was: How to Discover What You Really Want and How to Get It* (New York: Bantam/Doubleday/Dell, 1995).

For help in finding a career counselor to guide you in making a career assessment, Richard Bolles, *What Color Is Your Parachute?* contains a useful state-by-state sampling. (Some counselors can help you in your actual job search, too.) You can also consult the career counseling, testing, and placement services at your college or university.

**Career Counselling on the Internet**

Today an increasing number of colleges, universities, and commercial career counsellors offer career guidance on the Internet. In general, college and university sites are by far the best. But one useful commercial site you might look at is JobSmart (www.jobsmart.org/tools/resume/index.htm).

Human Resources and Development Canada’s Web site provides a number of useful tools that you can use to better understand career opportunities as well
as the skills needed to enter particular fields (see www.hrdc-drhc.gc.ca/hrib/hrp-prh/pi-ip/career-carriere/english/links/index_e.shtml). The Canadian Youth Business Foundation can also help you better understand your skills and find a job (see www.cybf.ca).

**EXAMINE JOB DESCRIPTIONS**

After you have identified your skills, interests, and desires, you need to see which marketing positions are the best match for them. Newspapers like the *Globe and Mail* or trade publications like *Marketing Magazine* carry advertisements that describe the skills and experience needed for a wide range of marketing positions.

Your initial career shopping list should be broad and flexible. Look for different ways to achieve your objectives. For example, if you want a career in marketing management, consider the public as well as the private sector, and regional as well as national firms. Be open initially to exploring many options, then focus on specific industries and jobs, listing your basic goals as a way to guide your choices. Your list might include “a job in a start-up company, near a big city, on the West Coast, doing new product planning, with a computer software firm.”

**EXPLORE THE JOB MARKET AND ASSESS OPPORTUNITIES**

At this stage, you need to look at the market and see what positions are actually available. You do not have to do this alone. Any of the following may assist you.

**College and University Placement Centres**

Your university or college placement centre is an excellent place to start. Besides posting specific job openings, placement centres have the current edition of the College Placement Annual, which lists job openings in hundreds of companies seeking college graduates for entry-level positions, as well as openings for people with experience or advanced degrees. More and more, schools are also going on the Internet. For example, the career centre at Queen’s University has a wealth of information on both summer jobs and permanent positions (see http://careers.queensu.ca).

In addition, find out everything you can about the companies that interest you by consulting business magazines, annual reports, business reference books, faculty, career counselors, and others. Try to analyze the industry’s and the company’s future growth and profit potential, advancement opportunities, salary levels, entry positions, travel time, and other factors of significance to you.

**Job Fairs**

University and college placement offices often work with corporate recruiters to organize on-campus job fairs. You might also use the Internet to check on upcoming career fairs in your region. For example, visit www.jobweb.org/search/cfairs.

**Networking and the Yellow Pages**

Networking, or asking for job leads from friends, family, people in your community, and career centres, is one of the best ways to find a marketing job. An estimated 33 percent of jobs are found through networking. The idea is to spread your net wide, contacting anybody and everybody.

The phone book’s yellow pages are another effective way to job search. Check out employers in your field of interest in whatever region you want to work, then call and ask if they are hiring for the position of your choice.
Summer Jobs and Internships
In some parts of the country one in seven students gets a job where he or she interns. On the Internet, many sites have separate internship areas. For examples, look at Tripod (www.tripod.com/explore/jobs_career/) and the Monster Board (www.monster.com). If you know a company for which you wish to work, go to that company’s corporate Web site, enter the personnel area, and check for internships. If there are none listed, try e-mailing the personnel department, asking if internships are offered.

The Internet
A constantly increasing number of sites on the Internet deal with job hunting. You can also use the Internet to make contacts with people who can help you gain information on companies and research companies that interest you. The Riley Guide offers a great introduction to what jobs are available (www.rileyguide.com). Other sites are more specialized. For example, The Canadian Council on Rehabilitation and Work site (www.ccrw.org/ccrw/en/partner.htm) provides information for people with disabilities, the Packaging Careers Council of Canada (www.packagingcareers.org) has information for people interested in this area of marketing, and the Careers in Film, TV and New Media site (www.mediacareers.com/deal/index.html) can help those people who are interested in this growing Canadian field.

Most companies have their own Web sites upon which they post job listings. This may be helpful if you have a specific and fairly limited number of companies that you are keeping your eye on for job opportunities. But if this is not the case, remember that to find out what interesting marketing jobs the companies themselves are posting, you may have to visit hundreds of corporate sites.

Develop Search Strategies
Once you’ve decided which companies you are interested in, you need to contact them. One of the best ways is through on-campus interviews. But not every company you are interested in will visit your school. In such instances, you can write (this includes e-mail) or phone the company directly or ask marketing professors or school alumni for contacts.

Prepare Résumés
A résumé is a concise yet comprehensive written summary of your qualifications, including your academic, personal, and professional achievements, that showcases why you are the best candidate for the job. Many organizations use résumés to decide which candidates to interview.

In preparing your résumé, remember that all information on it must be accurate and complete. Résumés typically begin with the applicant’s full name, telephone and fax numbers, and traditional mail and e-mail addresses. A simple and direct statement of career objectives generally appears next, followed by work history and academic data (including awards and internships), and then by personal activities and experiences applicable to the job sought. The résumé usually ends with a list of references the employer may contact. If your work or internship experience is limited, nonexistent, or irrelevant, then it is a good idea to emphasize your academic and nonacademic achievements, showing skills related to those required for excellent job performance.

There are three types of résumés. Chronological résumés, which emphasize career growth, are organized in reverse chronological order, starting with your most recent job. They focus on job titles within organizations, describing the
responsibilities required for each job. Functional résumés focus less on job titles and work history and more on assets and achievements. This format works best if your job history is scanty or discontinuous. Mixed, or combined, résumés take from each of the other two formats. First, the skills used for a specific job are listed, then the job title is stated. This format works best for applicants whose past jobs are in other fields or seemingly unrelated to the position.


**Online Résumés**

Today more and more job seekers are posting their résumés on the Internet. Preparing an electronic résumé is somewhat different from preparing a traditional résumé. For example, you need to know the relevant rules about scanning (including the fact that your computer will be unable to scan the attractive fonts you used in your original résumé) and keywords. Moreover, if you decide to post your résumé in a public area like a Web site, then for security purposes you might not want to include your street or business address or the names of previous employers or references. (This information can be mailed later to employers after you have been contacted by them.) The following sites might assist you in writing your online résumé: JobSmart (jobsmart.org/tools/resume/index.htm) and ResumixResumeBuilder (www.resumix.com). In addition, placement centres usually assist you in developing a résumé. (Placement centres can also help with your cover letter and provide job interview workshops.)

After you have written your résumé, you need to post it. The following sites may be good locations to start: Monster.com (www.monster.com) and Yahoo! Resumé Services, a listing narrowed to business and economy companies (www.yahoo.com/Business_and_Economy/Companies/Employment/resume_services).

**Résumé Tips**

- Communicate your worth to potential employers in a concrete manner, citing examples whenever possible.
- Be concise and direct.
- Use active verbs to show you are a doer.
- Do not skimp on quality or use gimmicks. Spare no expense in presenting a professional résumé.
- Have someone critique your work. A single typo can eliminate you from being considered.
- Customize your résumé for specific employers. Emphasize your strengths as they pertain to your targeted job.
- Keep your résumé compact, usually one page.
- Format the text to be attractive, professional, and readable. Avoid too much “design” or gimmicky flourishes.
WRITE A COVER LETTER AND ASSEMBLE SUPPORTING DOCUMENTS

Cover Letter
You should include a cover letter informing the employer that a résumé is enclosed. But a cover letter does more than this. It also serves to summarize in one or two paragraphs the contents of the résumé and explains why you think you are the right person for the position. The goal is to persuade the employer to look at the more detailed résumé. A typical cover letter is organized as follows: (1) the name and position of the person you are contacting; (2) a statement identifying the position you are applying for, how you heard of the vacancy, and the reasons for your interest; (3) a summary of your qualifications for the job; (4) a description of what follow-ups you intend to make, such as phoning in two weeks to see if the résumé has been received; (5) an expression of gratitude for the opportunity of being a candidate for the job.

Letters of Recommendation and Other Supporting Documents
Letters of recommendation are written references by professors, former and current employers, and others that testify to your character, skills, and abilities. A good reference letter tells why you would be an excellent candidate for the position. In choosing someone to write a letter of recommendation, be confident that the person will give you a good reference. In addition, do not assume the person knows everything about you or the position you are seeking. Rather, provide the person with your résumé and other relevant data. As a courtesy, allow the reference writer at least a month to complete the letter and enclose a stamped, addressed envelope with your materials.

In the packet containing your résumé, cover letter, and letters of recommendation, you may also want to attach other relevant documents that support your candidacy, such as academic transcripts, graphics, portfolios, and samples of writing.

INTERVIEW FOR JOBS

As the old saying goes, “The résumé gets you the interview; the interview gets you the job.” The job interview offers you an opportunity to gather more information about the organization, while at the same time allowing the organization to gather more information about you. You'll want to present your best self. The interview process consists of three parts: before the interview, the interview itself, and after the interview. If you successfully pass through these stages, you will be called back for the follow-up interview.

Before the Interview
In preparing for your interview, do the following:

1. Understand that interviewers have diverse styles, including the “chitchat,” let’s-get-to-know-each-other style; the interrogation style of question after question; and the tough-probing “why, why, why” style; among others. So be ready for anything.

2. With a friend, practice being interviewed and then ask for a critique. Or, video-tape yourself in a practice interview so that you can critique your own performance. Your college placement service may also offer “mock” interviews to help you.
3. Prepare at least five good questions whose answers are not easily found in the company literature, such as, “What is the future direction of the firm?” “How does the firm differentiate itself from competitors?” “Do you have a new-media division?”

4. Anticipate possible interview questions, such as “Why do you want to work for this company?” or “Why should we hire you?” Prepare solid answers before the interview. Have a clear idea of why you are interested in joining the company and the industry to which it belongs.

5. Avoid back-to-back interviews—they can be exhausting and it is unpredictable how long they will last.


7. Arrive 10 minutes early to collect your thoughts and review the major points you intend to cover. Check your name on the interview schedule, noting the name of the interviewer and the room number. Be courteous and polite to office staff.

8. Approach the interview enthusiastically. Let your personality shine through.

**During the Interview**

During the interview, do the following:

1. Shake hands firmly in greeting the interviewer. Introduce yourself, using the same form of address the interviewer uses. Focus on creating a good initial impression.

2. Keep your poise. Relax, smile when appropriate, be upbeat throughout.

3. Maintain eye contact, good posture, and speak distinctly. Don’t clasp your hands or fiddle with jewelry, hair, or clothing. Sit comfortably in your chair. Do not smoke, even if asked.

4. Carry extra copies of your résumé with you. Bring samples of your academic or professional work along.

5. Have your story down pat. Present your selling points. Answer questions directly. Avoid one-word or too-wordy answers.

6. Let the interviewer take the initiative but don’t be passive. Find an opportunity to direct the conversation to things about yourself that you want the interviewer to hear.

7. To end on a high note, make your most important point or ask your most pertinent question during the last part of the interview.

8. Don’t hesitate to “close.” You might say, “I’m very interested in the position, and I have enjoyed this interview.”

9. Obtain the interviewer’s business card or address and phone number so that you can follow up later.

◆ A tip for acing the interview: Before you open your mouth, find out what it’s like to be a brand manager, sales representative, market researcher, advertising account executive, or other position for which you’re interviewing.

**After the Interview**

After the interview, do the following:

1. After leaving the interview, record the key points that arose. Be sure to note who is to follow up and when a decision can be expected.

2. Analyze the interview objectively, including the questions asked, the answers to them, your overall interview presentation, and the interviewer’s responses to specific points.
3. Immediately send a thank-you letter, mentioning any additional items and your willingness to supply further information.

4. If you do not hear within the specified time, write or call the interviewer to determine your status.

**FOLLOW UP**

If you are successful, you will be invited to visit the organization. The in-company interview will probably run from several hours to an entire day. The organization will examine your interest, maturity, enthusiasm, assertiveness, logic, and company and functional knowledge. You should ask questions about issues of importance to you. Find out about the working environment, job role, responsibilities, opportunity for advancement, current industrial issues, and the company's personality. The company wants to discover if you are the right person for the job, whereas you want to find out if it is the right job for you. The key is to determine if the right fit exists between you and the company.

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**MARKETING JOBS**

This section describes some of the key marketing positions.

**ADVERTISING**

Advertising is one of today's hottest fields in marketing. In fact, Money magazine lists a position in advertising as among the 50 best jobs in America.

**Job Descriptions**

Key advertising positions include copywriter, art director, production manager, account executive, and media planner–buyer. Copywriters write advertising copy and help find the concepts behind the written words and visual images of advertisements. Art directors, the other part of the creative team, help translate the copywriters' ideas into dramatic visuals called “layouts.” Agency artists develop print layouts, package designs, television layouts (called “storyboards”), corporate logotypes, trademarks, and symbols. Production managers are responsible for physically creating ads, in-house or by contracting through outside production houses. Account executives serve as liaisons between clients and agencies. They coordinate the planning, creation, production, and implementation of an advertising campaign for the account. Media planners determine the best mix of television, radio, newspaper, magazine, and other media for the advertising campaign.

**Skills Needed, Career Paths, and Typical Salaries**

Work in advertising requires strong people skills in order to interact closely with an often difficult and demanding client base. In addition, advertising attracts people with high skills in planning, problem solving, creativity, communication, initiative, leadership, and presentation. Advertising involves working under high levels of stress and pressure created by unrelenting deadlines. Advertisers frequently have to work long hours to meet deadlines for a presentation. But work achievements are very apparent, with the results of creative strategies observed by thousands or even millions of people.

Because they are so sought after, positions in advertising sometimes require an MBA. But there are many jobs open for business, graphics arts, and liberal arts undergraduates. Advertising positions often serve as gateways to higher-level management. Moreover, with large advertising agencies opening offices all over the world, there is the possibility of eventually working on global campaigns.
Starting advertising salaries are relatively low compared to some other marketing jobs because of strong competition for entry-level advertising jobs. You may even want to consider working for free to break in. Compensation will increase quickly as you move into account executive or other management positions. For more facts and figures, see the Web pages of Advertising Age, a key ad industry publication (www.adage.com, click on the Job Bank button). Canadian advertising agencies also post job announcements in Marketing Magazine and in Strategy Magazine (www.strategymag.com/careers.asp).

**BRAND AND PRODUCT MANAGEMENT**

Brand and product managers plan, direct, and control business and marketing efforts for their products. They are involved with research and development, packaging, manufacturing, sales and distribution, advertising, promotion, market research, and business analysis and forecasting.

**Job Descriptions**

A company’s brand management team consists of people in several positions. The brand manager guides the development of marketing strategies for a specific brand. The assistant brand manager is responsible for certain strategic components of the brand. The product manager oversees several brands within a product line or product group. The product category manager directs multiple product lines in the product category. The market analyst researches the market and provides important strategic information to the project managers. The project director is responsible for collecting market information on a marketing or product project. The research director oversees the planning, gathering, and analyzing of all organizational research.

**Skills Needed, Career Paths, and Typical Salaries**

Brand and product management requires high problem-solving, analytical, presentation, communication, and leadership skills, as well as the ability to work well in a team. Product management requires long hours and involves the high pressure of running large projects. In consumer goods companies, the newcomer—who may need a commerce degree from one of Canada’s leading business programs or even an MBA—joins a brand team as an assistant and learns the ropes by doing numerical analyses and watching senior brand people. This person eventually heads the team and later moves on to manage a larger brand, then several brands. Many industrial goods companies also have product managers. Product management is one of the best training grounds for future corporate officers. Product management also offers good opportunities to move into international marketing. Product managers command relatively high salaries. Because this job category encourages or requires a master’s degree, starting pay tends to be higher than in other marketing categories such as advertising or retailing.

**SALES, SALES MANAGEMENT**

Sales and sales management opportunities exist in a wide range of profit and nonprofit organizations and in product and service organizations, including financial, insurance, consulting, and government organizations.

**Job Descriptions**

Key jobs include consumer sales, industrial sales, national account manager, service support, sales trainers, sales management, and teleseller. Consumer sales involves selling consumer products and services through retailers. Industrial sales
includes selling products and services to other businesses. National account managers (NAM) oversee a few very large accounts. Service support personnel support salespeople during and after the sale of a product. Sales trainers train new hires and provide refresher training for all sales personnel. Sales management includes a sequence of positions ranging from district manager to vice president of sales. The teleseller (not to be confused with the home consumer telemarketer) offers service and support to field salespeople.

Salespeople enjoy active professional lives, working outside the office and interacting with others. They manage their own time and activities. Competition for top jobs can be intense. Every sales job is different, but some positions involve extensive travel, long workdays, and working under pressure, which can negatively impact personal life. You can also expect to be transferred more than once between company headquarters and regional offices.

**Skills Needed, Career Paths, and Typical Salaries**

Selling is a people profession in which you will work with people every day, all day long. Besides people skills, sales professionals need sales and communication skills. Most sales positions also require high problem-solving, analytical, presentation, and leadership ability as well as creativity and initiative. Teamwork skills are increasingly important.

Career paths lead from salesperson to district, regional, and higher levels of sales management and, in many cases, to the top management of the firm. Today, most entry-level sales management positions require a college degree. Increasingly, people seeking selling jobs are acquiring sales experience in an internship capacity or from a part-time job before graduating. Although there is a high turnover rate (one in four people leave their jobs in a year), sales positions are great springboards to leadership positions, with more CEOs starting in sales than in any other entry-level position. Possibly this explains why competition for top sales jobs is intense.

Starting base salaries in sales may be moderate, but compensation is often supplemented by significant commission, bonus, or other incentive plans. In addition, many sales jobs include a company car or car allowance. Successful salespeople are among most companies' highest paid employees.

**Other Marketing Jobs**

**Retailing**

Retailing provides an early opportunity to assume marketing responsibilities. Key jobs include store manager, regional manager, buyer, department manager, and salesperson. Store managers direct the management and operation of an individual store. Regional managers manage groups of stores across several states and report performance to headquarters. Buyers select and buy the merchandise that the store carries. The department manager acts as store manager of a department, such as clothing, but on the department level. The salesperson sells merchandise to retail customers. Retailing can involve relocation, but generally there is little travel, unless you are a buyer. Retailing requires high people and sales skills because retailers are constantly in contact with customers. Enthusiasm, willingness, and communication skills are very helpful for retailers, too. With growing competition, more and more retailers are looking to hire people with training specific to the field of retailing. Many are recruited from Ryerson University's new program in Retail Management.

Retailers work long hours, but their daily activities are often more structured than some types of marketing positions. Starting salaries in retailing tend to be low, but pay increases as you move into management or some retailing specialty job.
Marketing Research
Marketing researchers interact with managers to define problems and identify the information needed to resolve them. They design research projects, prepare questionnaires and samples, analyze data, prepare reports, and present their findings and recommendations to management. They must understand statistics, consumer behavior, psychology, and sociology. A master’s degree helps. Career opportunities exist with manufacturers, retailers, some wholesalers, trade and industry associations, marketing research firms, advertising agencies, and governmental and private nonprofit agencies.

New-Product Planning
People interested in new-product planning can find opportunities in many types of organizations. They usually need a good background in marketing, marketing research, and sales forecasting; they need organizational skills to motivate and coordinate others; and they may need a technical background. Usually, these people work first in other marketing positions before joining the new-product department.

Marketing Logistics (Physical Distribution)
Marketing logistics, or physical distribution, is a large and dynamic field, with many career opportunities. Major transportation carriers, manufacturers, wholesalers, and retailers all employ logistics specialists. Increasingly, marketing teams include logistics specialists, and marketing managers’ career paths include marketing logistics assignments. Coursework in quantitative methods, finance, accounting, and marketing will provide you with the necessary skills for entering the field.

Public Relations
Most organizations have a public relations staff to anticipate problems with various publics, handle complaints, deal with media, and build the corporate image. People interested in public relations should be able to speak and write clearly and persuasively, and they should have a background in journalism, communications, or the liberal arts. The challenges in this job are highly varied and very people oriented.

Nonprofit Services
The key jobs in nonprofits include marketing director, director of development, event coordinator, publication specialist, and intern–volunteers. The marketing director is in charge of all marketing activities for the organization. The director of development organizes, manages, and directs the fund-raising campaigns that keep a nonprofit in existence. An event coordinator directs all aspects of fund-raising events, from initial planning through implementation. The publication specialist oversees publications designed to promote awareness of the organization. Although typically an unpaid position the intern–volunteer performs various marketing functions, and this work can be an important step to gaining a full-time position. The nonprofit sector is typically not for someone who is money driven. Rather, most nonprofits look for people with a strong sense of community spirit and the desire to help others. So starting pay is usually lower than in other marketing fields. However, the bigger the nonprofit, the better your chance of rapidly increasing your income when moving into upper management.
OTHER RESOURCES

Professional marketing associations and organizations are another source of information about careers. Marketers belong to many such societies. You may want to contact some of the following in your job search:

Canadian Marketing Association, 1 Concorde Gate, Suite 607, Don Mills, Ontario, M3C 3N6. (416) 391-2362 (www.the-cma.org)

American Marketing Association, 250 South Wacker Drive, Suite 200, Chicago, IL 60606. (312) 648-0536 (www.ama.org)

Advertising Standards Canada, 350 Bloor Street, Suite 402, Toronto, Ont. M4W 1H5. (416) 961-6311 (www.adstandards.com)

Retail Council of Canada, 1210-121 Bloor Street East, Toronto, Ontario M4W 3M5. (416) 922-6678 or 1-888-373-8245 (www.retailcouncil.org)

The Professional Marketing Research Society of Canada (PMRS), 2175 Sheppard Ave., East, Suite 310, North York, Ontario, M2J 1W8. (416) 493-4080 or 1-888-815-7677, (www.pmrs-aprm.com)

Canadian Public Relations Society, 250 Consumers Road, Suite 301, Toronto, Ontario, M2J 4V6, (416) 496-2010, (www.cprs.ca)

Canadian Women’s Business Network, 3995 MacIsaac Drive, Nanaimo, BC, V9T 3V5, (250) 518-0567 (www.cdnbizwomen.com)

Canadian Professional Sales Association, Suite 610, 145 Wellington St. W., Toronto, Ontario M5J 1H8, 1-888-267-2772 (www.cpsa.com)