

# Business Administration – Marketing Program

Build your career brand in the Business Administration - Marketing program at Fleming College which can lead to career opportunities such as: marketing, advertising, sales or public relations. Some of these positions include: Sales representative or manager; Advertising Agency account executive; Customer service

representative; Marketing research analyst; Marketing manager; Internet marketing specialist; Direct marketing specialist; Marketing consultant; Advertising analyst.

	FIRST SEMESTER	SECOND SEMESTER	THIRD SEMESTER	FOURTH SEMESTER	FIFTH SEMESTER	SIXTH SEMESTER	AND BEYOND	
DEVELOP YOUR CAREER BRAND	<b>LEARN</b>							
	<b>BE OPEN TO ALL CAREER POSSIBILITIES</b>	Check out <a href="#">orientation</a> , meet fellow students in your program and faculty.	<a href="#">Communications II</a> will teach you to maintain and use a career focused portfolio.	What does the customer think? <a href="#">Consumer Behaviour</a> will answer that and many other important questions.	Continue to update your career portfolio, a great way to track your success and career path.	Explore your industry, conduct an informational interviews or job shadow.	<a href="#">Applied Projects II</a> will allow you to demonstrate your professionalism in the workplace.	Keep in contact with <a href="#">Career Services</a> , graduates can access services for two years beyond graduation.
	<b>BUILD ON YOUR PROGRAM AND EXPERIENCES</b>	Register with <a href="#">Career Services</a> , access TypeFocus to identify personality strengths and values.	Your <a href="#">Marketing</a> course will give you an introduction the role of marketing within firms and the total economy.	<a href="#">Presentations and Creativity</a> will use creative thinking to problem solve and deliver excellent presentations.	Are you staying in touch with industry trends? Websites like <a href="#">strategy</a> can help keep you up-to-date!	Practice your interview skills by using <a href="#">InterviewStream</a> software.	Demonstrated leadership may mean you are chosen to participate in a Program Advisory Committee meeting.	Access community job search resources after graduation at <a href="#">Fleming CREW</a> , <a href="#">Lindsay VCCS</a> , or <a href="#">other providers</a> .
	<b>BELONG</b>							
	<b>GIVE BACK TO THE COMMUNITY</b>	Begin your <a href="#">co-curricular record</a> to track involvement that contributes to your career brand.	Engage in community service learning. Investigate <a href="#">volunteer opportunities</a> both on and off campus.	Check out the volunteer fair and find out how you can get involved in the community.	<a href="#">Book an appointment</a> with a Career Educator to discuss communication skills gained in volunteer experiences.	<a href="#">Applied projects I</a> will allow you to focus on actual project consulting opportunities.	Have a look at long term goals around <a href="#">Professional Certifications</a> .	Stay in touch, network with program faculty and your peers after graduation.
	<b>FIND SUPPORT FOR YOUR CAREER PATH AND GOALS</b>	<a href="#">First in your family</a> to attend post secondary? Connect with supports to help you navigate College.	Campus resources such as <a href="#">Tutoring &amp; Academic Skills</a> , start your academic career off on a strong footing.	Get involved in industry associations such as the <a href="#">Canadian Marketing Association</a>	<a href="#">Career Services</a> can link you to employers who want to hire from your program!	See what past program graduates have to say <a href="#">about the program</a> .	Create an industry standard Marketing plan from start to finish in your <a href="#">Marketing Plans</a> course.	Connect with the <a href="#">FastStart</a> program for entrepreneurship resources.
	<b>USE YOUR EDUCATION TO CREATE NEW OPPORTUNITIES</b>	Access a wide variety of <a href="#">Student Life</a> resources to help you succeed at College.	Build your <a href="#">diversity</a> and cultural competencies to show your ability to succeed in inclusive workplaces.	It's a world of information! Enrol in the <a href="#">Information Literacy certificate</a> to gain the upper hand.	<a href="#">Business electives</a> focus on topics such as Retail Essentials or Business Statistics.	Build your global skill set in the <a href="#">International Marketing</a> course.	Link with <a href="#">Educational Pathways</a> to investigate degree completion options.	Mentor a grad or student, stay connected through the Alumni LinkedIn page.
	<b>BECOME</b>							
	<b>BE SUCCESSFUL ON YOUR TERMS</b>	Learn how to become a high performing team member in <a href="#">Developing Effective Teams</a> .	Enroll in the free <a href="#">Campus Health</a> certification, find support to balance life and academics.	Thinking of starting your own business? <a href="#">New Ventures</a> gives you an understanding of start-ups.	Participate in <a href="#">Networking and LinkedIn</a> workshops to build your job search skill sets.	Connect and register with the <a href="#">Alumni Office</a> , find out how Fleming supports you after graduation.	<a href="#">Communications - Report Writing</a> develops writing skills for government and business agencies.	Explore <a href="#">Continuing Education</a> courses for learning opportunities to stay updated in industry.
	<b>EMBRACE THE SKILLS AND KNOWLEDGE AROUND YOU</b>	<a href="#">Intro to Business and Success Strategies</a> will prepare you for a career in the business world.	Find out more about consumer behaviour in your <a href="#">Microeconomics</a> course	Investigate Fleming College's commitment to <a href="#">sustainable practices</a> .	<a href="#">Internet/Direct Marketing</a> focuses on the effects of interactive technology on company marketing plans.	the <a href="#">Innovation cluster hub</a> is a unique opportunity for Fleming students.	Book an appointment with a <a href="#">Career Educator</a> to discuss your plans beyond graduation.	Continue to document your career achievements in your portfolio.