

Lets Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

Updated August 2025

What Can I Do with My Marketing Major?

In this Major, you can expect to learn how to interpret and respond to the needs of the customer. You will be able to analyze consumer trends and competitive activity, along with other external factors and use that information to properly develop strategic plans that determine the products and services your organization will offer. Marketing students will also explore how products are priced, delivered, and promoted to customers.¹



Potential Career Paths in Marketing¹

Experiential Marketing
and Promotions

Marketing
Coordinator

Social Media
Community Manager

Public Relations
Associate

Marketing Analytics
Analyst

Brand Manager

Sports Marketer

Sales Associate

Market Researcher

Let's Talk Money

Based on data from Job Bank, the going rate for marketing professionals varies widely.²

Position	Lowest Salary	Median Salary	Highest Salary
Marketing Manager in Canada	\$30.77/hour	\$53.33/hour	\$90/hour

The Marketing Industry is Massive!

A quick scan of LinkedIn confirms the need for marketing talent - as of August 5th, 2025, there is currently over 5,800 job postings within Canada! ³

Jobs Posted in Canada (LinkedIn)	5,852 Jobs
Jobs Posted in Toronto	1,641 Jobs
Jobs Posted in Ontario	3,011 Jobs



\$4.5B

in Sector Revenue ⁴

Top Employers for Marketing Students

Based on data scraped from job descriptions for marketing positions posted on the Business Career Hub (BCH) job portal (for the period Fall 2017-Fall 2024), the following employers have hired the most Ted Rogers marketing students. Also included below are the top technical and professional skill sets as listed on these same job descriptions.



[Loblaws](#)



[CIBC](#)



[Toronto Hydro](#)



[RBC](#)



[Henkel](#)



[Government of Ontario](#)



[Canadian Tire](#)



[Kimberly Clark](#)

Top Professional and Technical Skills

Professional Skills



- Communication
- Management
- Organization
- Analytical
- Creativity
- Understanding

Technical Skills



- Excel
- Word
- PowerPoint
- Social Media
- Logistics
- Project Management

Marketing Software

When working in this sector, students will have the chance to use various software tools used on the job.

- Adobe Creative Suite: including Acrobat DC, Photoshop, Premiere Pro, Illustrator, InDesign, Adobe Express.
- Canva: a creative graphic design platform.
- Hootsuite: an all-in-one social media management software that can manage platforms such as Instagram, LinkedIn, Facebook.
- WordPress has many plugins built-in like wpforms, All in One SEO, MonsterInsights, Constant Contact. Learn more [here](#).
- Email Marketing tools: MailerLite, Hubspot, Moosend, Mailchimp, ActiveCampaign, GetResponse, Drip. Learn more [here](#).
- SMS Marketing tools: SimpleTexting, TextMagic, EZ Texting, Brevo (formerly Sendinblue), ClickSend, Salesmsg. Learn more [here](#).
- Influencer Marketing tools: Influencer Marketing AI, Upfluence, Sprout Social, Modash, Kolsquare, Grin, CreatorIQ, #paid, Klear, Tagger Media. Learn more [here](#).



Canva

Hootsuite®

MonsterInsights

mailchimp

EZTexting®

sproutsocial

Industry Trend

Gen Z & Millennial Driven Advertising - Brands are leaning into younger audiences, sparking a surge of brand-led marketing centered on brand values, visual storytelling, and AI-enhanced content. With growing importance on data-backed strategies, expect more personalized, purpose driven advertising. Learn more [here](#).⁵

TRMA Supports Students in Marketing

- TRSS also offers multiple interest groups for students. Click [here](#).

trma
Ted Rogers Marketing Association

Industry Certifications in Marketing



Hootsuite Social Marketing
Certification



Google Ads
Certification



Facebook Blueprint
Certification



Digital Garage: Digital
Marketing Certification



Google Analytics

Google Analytics IQ
Certification



HubSpot Content Marketing
Certification

Meet a Ted Rogers Student



Influencer Marketing
Assistant, Freelance
Content Creator - MKT

SUBECCA
VASANTHAKUMARAN



My major in Marketing has played an important role in the opportunities I have had thus far. The courses I have taken have provided me with the skills necessary to succeed. I am currently on my first co-op term and I honed in on my marketing skills by developing useful strategies with my team. This experience has helped to develop my communication skills as I was required to work with my team to create solutions. I feel that the experience I am gaining is truly valuable as it is preparing me for my marketing career.

"Be open to new opportunities and allow yourself to grow not only as a student but as a leader".

Earn Your Marketing Bootcamp Badge

To earn the Marketing Badge, you must complete 1 level of each of the 4 Bootcamps: 'Branding', 'Graphic/Visual Design', 'SEO & Analytics', and 'Social Media' for a total of 12 hours. Additionally, if you are interested in a career in marketing, we have a recommended Marketing Journey Map, [here](#). More information on bootcamp programming and badges, [here](#).



Learn More for Free



Canadian Marketing Association

Take a look at the Canadian Marketing Association (CMA) website for resources [here](#).



Fit for Business

FFB's 'Discover the Majors' annual event helps you decide which major is best for you- it also offers networking opportunities with upper-year students. Learn more [here](#)!



Free Courses

Free courses are offered through Google Digital Garage and Hubspot Academy. Click [here](#) and [here](#) to sign up.

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming [events](#).

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. Click here to [register](#) for current bootcamps.

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



Career Consultant Contributor Hannah Voore

Hannah is a Career Consultant specializing in Marketing Management and Law, dedicated to guiding students through their career journeys. She is passionate about empowering students with the knowledge, resources, and the confidence they need to achieve long-term success.



Student Contributor Sonya Mueller

Sonya is a 3rd-year Entrepreneurship and Innovation Co-op student working as a Project Coordinator at the Business Career Hub. She is passionate about events, business strategy, and innovation, using her unique experience in the arts to contribute creatively through meaningful experiences and impactful projects.

Data Sources

1. TMU (2025). [Marketing Management at the School of Business Management](#)
2. JobBank (2025). [Job Prospects Marketing Manager](#)
3. LinkedIn (2025). [Marketing Jobs](#)
4. IBISWorld (2025). [Advertising Agencies in Canada - Market Research Report](#)
5. HubSpot Blog (2025). [The Top Marketing Trends of 2025 & How They've Changed Since 2024](#)