



Marketing Consultant

Median Yearly Income (2010): \$59,981

This unit group is for all business development officers and marketing researchers and consultants: These occupations conduct research, formulate policies and manage programs to stimulate industrial and commercial business.

WHAT YOU DO

Marketing consultants conduct research, develop policies, and manage programs designed to stimulate business activities and investments. They also conduct comparative research on marketing strategies for industrial and commercial products.

In the oceans technology sector, marketing consultants work in a global marketplace. They review and evaluate commercial or industrial development proposals, assess business opportunities and develop strategies to attract venture at the local, national and international scale.

WHAT YOU NEED

- ❖ Strong organizational skills;
- ❖ Able to be resourceful;
- ❖ You must have excellent oral and written communication skills;
- ❖ Able to work as part of a team;
- ❖ Able to meet deadlines and work under pressure is essential; and
- ❖ Advanced computer and technical skills for data manipulation and statistical analysis are essential.



Matthew Roth, 2012

Communications officers perform some or all of the following duties:

- ❖ Conduct social or economic surveys on local, regional, national and international areas to assess development potential and future trends;
- ❖ Plan development projects and coordinate activities with representatives of a wide variety of industrial and commercial enterprises;
- ❖ Assess business opportunities and develop strategies to attract venture capital;
- ❖ Review and evaluate commercial or industrial development proposals and provide advice on procedures and requirements for government approval; and
- ❖ Conduct comparative research on marketing strategies for industrial and commercial products.

Marketing Consultant

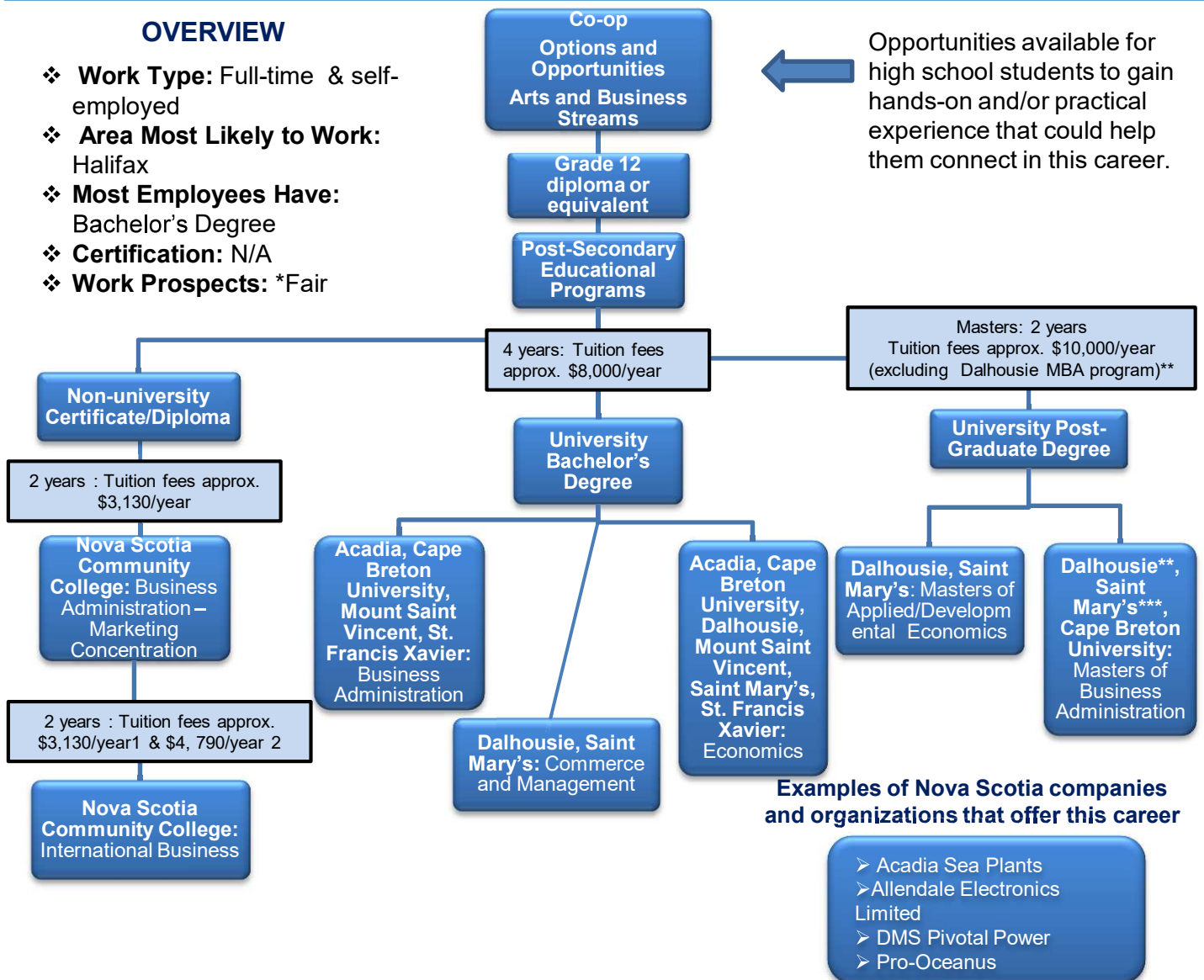


CAREER PATHWAY

OVERVIEW

- ❖ **Work Type:** Full-time & self-employed
- ❖ **Area Most Likely to Work:** Halifax
- ❖ **Most Employees Have:** Bachelor's Degree
- ❖ **Certification:** N/A
- ❖ **Work Prospects:** *Fair

← Opportunities available for high school students to gain hands-on and/or practical experience that could help them connect in this career.



References and Resource Links

- *The employment outlook over the next few years for this occupational group is "fair", which indicates the chances of a qualified individual finding work is around average
- ** Dalhousie University's Masters of Business Administration is a Corporate Residency 2 year program (Tuition fees approx. \$23,000/year)
- *** Saint Mary's Sobey School of Business offers a PhD in Business Administration (4 year program)
- Atlantic Provinces Economic Council (<http://www.apec-econ.ca>)
- Careers Nova Scotia (<http://careers.novascotia.ca/>)
- Create your career plan (careeringear.nsc.ca)
- 4163 national occupation classification (<http://www30.rhdcc.gc.ca/CNP/English/NOC/2006/QuickSearch.aspx?val65=4163>)