



# Sales and Marketing Connections

## ARE YOU NEW TO CANADA AND LOOKING FOR A JOB IN THE SALES AND MARKETING SECTOR?

Sales and Marketing Connections is a five-week program that prepares internationally-trained sales and marketing professionals for the Canadian job market quickly and effectively.

### PROGRAM COMPONENTS

#### Job Search Support and Workplace Skills

- Workplace Communication in Canada
- Job search & job development support: including resume and interview preparation
- Introductions to employers hiring in the sector
- Access to mentors and mentoring events
- Recruitment opportunities and job fairs
- Job retention support

#### Sales and Marketing Sector in Canada

- Comprehensive training delivered by Humber Institute of Technology and Advanced Learning. Topics include:
  - Understanding Canadian consumer behaviour
  - Ethics and Social Responsibility of Marketing and Canadian Law
  - Marketing Research & Sales in Canada
  - Channel Management in a Canadian context

- Integrated Marketing Solutions
- Internet Marketing
- Product Positioning and Branding

#### Sales and Marketing Industry Preparation

- **Digital Marketing:** introduction to developing a social media strategy, content marketing, corporate social media policy and an introduction to various platforms.
- **Project Management for Sales and Marketing Professionals:** 35 hours of project management training including understanding project management practices, defining key elements needed to measure and report project scope, schedule and cost performance, risk assessment etc.
- **Business Communication in Canada:** Learn about business communication in a Canadian context including workplace culture, negotiation strategies, and scenario based training on problem solving and performance management.

*86% of our graduates find work within 1 year of graduation that reflects their experience.*

For Eliana Da Costa, ACCES Employment gave her the confidence and assurance she needed to use her skills and achieve her professional goals in Canada. With the support of a mentor, the knowledge she acquired through the Sales and Marketing Connections program and the placement in her job as a General Manager at Fastenal, Eliana became the confident, successful professional she is today.



## WHY SHOULD YOU CHOOSE ACCES EMPLOYMENT?

ACCES Employment programs and services are highly specialized, offering sector-specific training designed to help new Canadians find work in their field. Each program is offered in close consultation with leading employers and academic partners and is designed to enhance (and not duplicate) your existing education. Our first priority is to help you find full-time, permanent employment that reflects your experience.

## PROGRAM FEES

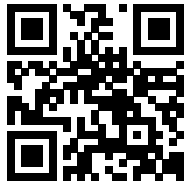
- The fee for this program is \$500. This offsets a portion of the Humber College academic component. *The program may be eligible for full reimbursement through the Ontario Bridging Participant Assistance Program.*
- All books and materials are included or available on-loan to participants at no additional cost.
- All other costs related to the program and employment services are generously funded by the Government of Ontario and the Government of Canada.

## Sales and Marketing Connections

*“Being in a new country made me feel vulnerable and insecure about my skills. For me, it was an important reminder that I’m a professional and that I’m capable. ACCES made me feel like myself again.”*

*Eliana Da Costa, General Manager, Fastenal,  
Sales and Marketing Connections Graduate*

Watch the story of a successful program graduate!



For more information, please visit:

[www.accesemployment.ca](http://www.accesemployment.ca)



### Scarborough

2100 Ellesmere Road, Suite 250  
416.431.5326

### Mississauga

151 City Centre Drive, Suite 600  
905.361.2522

### North York

2001 Sheppard Ave East, Suite 201  
416.443.9008

### Brampton

44 Peel Centre Drive, Suite 201  
905.454.2316

### Toronto

489 College Street, Suite 100  
416.921.1800

Funded by:

Sales and Marketing Connections is funded by the Government of Ontario and the Government of Canada, and is delivered in partnership with the Humber Institute of Technology and Advanced Learning.

