

BUSINESS DEVELOPMENT OFFICERS AND MARKETING RESEARCHERS AND CONSULTANTS (NOC: 4163)



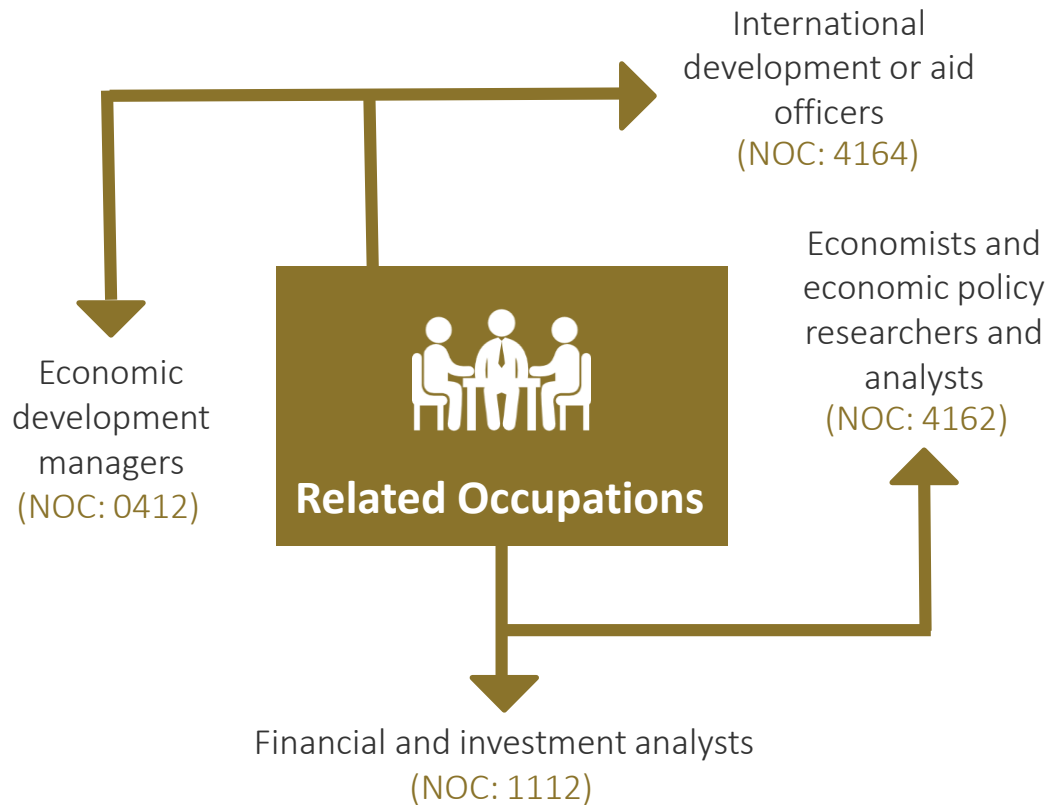
Business development officers and marketing researchers and consultants conduct research, formulate policies and manage programs to stimulate industrial and commercial business investment or tourism in urban and rural areas, or to promote commercial or industrial products and services. They are employed by government departments, international organizations, marketing firms and business associations or may be self-employed.



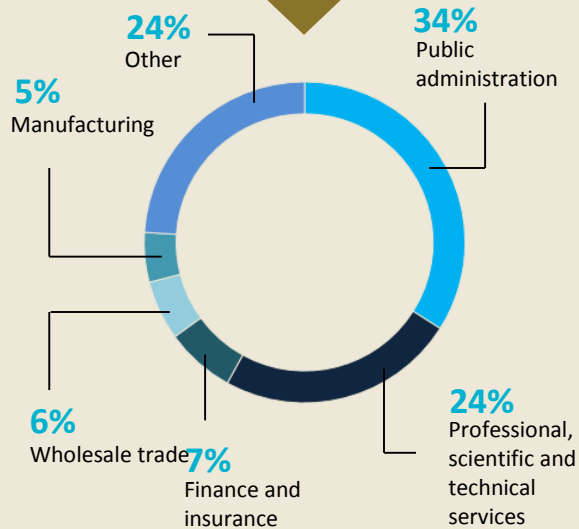
A **bachelor's** degree in economics, commerce, business administration or public administration is required.



Work Prospects
(2018 - 2020): **Fair**



Employment by Industry



Examples of duties performed

- Develop policies and administer programs to promote industrial and commercial business investment in urban and rural areas
- Design market research questionnaires
- Conduct social or economic surveys on local, regional or national areas to assess development potential and future trends
- Plan development projects and co-ordinate activities with representatives of a wide variety of industrial and commercial enterprises, community and business associations and government agencies
- Assess business opportunities and develop strategies to attract venture capital
- Respond to enquiries from members of the business community and general public concerning development opportunities.



Sample Job Titles

Market researcher

Regional development analyst

Marketing analyst

151

**Job Openings
2017-2026**

\$32.81

**Median
Wage
(Per Hour)**



Funded by the Government of Canada and the Province of New Brunswick through the Canada-New Brunswick Labour Market Agreements.

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