

Resources

This list of online resources was prepared by Dr. Jordan LeBel and Professor Harold Simpkins. These are websites we routinely use and that we wanted to share with you.

General Interest

Planning Tools

- **Statistic Canada**
<http://www.statcan.gc.ca>
This site provides information on macro-economic indicators and industry-specific statistics. Under "Statistics by subject", navigate towards "Population and Demography" to obtain information on the Canadian population.
- **Environics Analytics**
<http://www.environicsanalytics.ca>
This site is home to Canada's leading provider of segmentation information (especially lifestyle segmentation).
- **Business Planning**
<http://www.businessplans.org/market.html>
This site provides tips, advice, and resources for business planning and plan writing.
- **Canadian Marketing Association**
<http://www.the-cma.org>
This site provides value market intelligence to assist you in your planning. Each year the CMA publishes *Marketing Facts* which is a compendium of useful marketing research and insights. The site also offers information for those seeking a career in marketing. The CMA also offers a variety of publications for specific professionals and purposes (e.g., Fundraiser's Handbook).
- **American Marketing Association**
<http://www.marketingpower.com>
This site provides useful information on a variety of marketing-related topics and for a wide range of industries. The "resource library" and "career management" are worth checking out.

Resources for *ARTISTS*

Designers

- **Graphic Design**
<http://www.allgraphicdesign.com>
This is a social networking community for professional and aspiring graphic designers.
- **Slow Design**
<http://www.slowdesign.com>
Inspired from the Slow Food Movement, this approach to design puts renewed emphasis on cultural and ecological sustainability and considers the impact on the user of design.
- **Leading Designers**
<http://www.starck.com> <http://www.karimrashid.com>
Philippe Starck and Karim Rashid are two of the most successful commercial designers today.

Fashion Designers

- **Style Career**
<http://www.stylecareer.com>
This site offers tips on the fashion and image industry and how to promote yourself within it.
- **Triple Five Soul**
<http://www.triple5soul.com>
Visit this website to discover how Fredericton native Troy Morehouse founded a young, hip and upbeat fashion house with headquarters in Brooklyn, NY.
- **Youth Employment Services**
<http://www.yesmontreal.ca>
Community organization that delivers English-language job-search and self-employment services to Quebecers.

Filmmakers

- **Association des Producteurs de Film et de Télévision du Québec**
<http://www.apftq.qc.ca>
Association that represents the independent film and television production companies.
- **Canadian Film and Production Association**
<http://www.cftpa.ca>
This association represents television, film and interactive production in the country.
- **Filmmaker**
<http://www.filmmakermagazine.com>
a magazine with monthly news on independent filmmaking, actors and festivals.
- **Qui Fait Quoi**
<http://www.qfq.com>
A portrait of news in the communication industry (French).

Musicians and Singers

- **The Society of Composers, Authors and Music Publishers of Canada**
<http://www.socan.ca>
On the home page, click on "I am a composer, author or publisher of music", then click on Resource & Education. There you will find a wealth of valuable links and resources of all types.
- **Canadian Independent Record Production Association**
<http://www.cirpa.ca>
This trade association supports independent Canadian music.

Painters

- **Café Graffiti**
<http://www.cafegraffiti.net>
A center that promotes urban art and artists.
- **Canadian Council for the arts**
<http://www.canadacouncil.ca/>
This site helps promote s and culture in Canada.
- **Coop St-Laurent**
<http://www.coopstlaurent.org/cslda/index.html>
A coop company that helps artists get affordable studios or equipment.

Performance Artists

- **National Union for ist in Cinema, Television and Radio**
<http://www.actra.ca>
This site is a national organization of Canadian performers working in the English language recorded media.
- **Quebec Drama**
<http://www.quebecdrama.org>
Visit the Quebec Drama Federation website to learn about membership services and obtain links to other useful websites relating to theatre artists, practitioners and students.
- **Mentoring Artists for Women's Art**
<http://www.mawa.ca>
This site puts mentors together with people that wish to gain experience in the visual s.

Photographers

- **Online Portfolio Postings**
<http://www.portfolios.com>
This site lets you post and view online portfolios of photographers, animators, designers and more.
- **Photo Life Magazine**
<http://www.photolife.com>
Canadian photography magazine that contains articles and portfolios from various photographers.
- **Professional Photography**
<http://www.profotos.com>
Online center that promotes photography and photographers.
- **The Canadian Association of Photographic**
<http://www.capacanada.ca>
This association for photographic art connects Canadian photographers for peer support.

Writers

- **Association of Canadian Publishers**
<http://www.publishers.ca>
a Canadian publishing association that promotes Canadian books.
- **Association of English-language Publishers of Quebec**
<http://www.aelaq.org>
association that promotes the publication of English books from Quebec.
- **Writers Guild of Canada**
<http://www.wgc.ca>
national association representing writers working in film, television, radio, and multimedia production in Canada.

Resources for *ENTREPRENEURS*

Accounting

- **Accounting Tutor**
<http://www.your-small-business-accounting-advisor.com>
Accounting services for small businesses.

Advertising

- **Advertising Principles**
<http://fourps.wharton.upenn.edu/advertising/>
This site gives you ideas about how to create an effective advertising campaign.
- **Advertising Age Magazine**
<http://www.adage.com>
- **Canadian Public Relations Society**
<http://www.cprs.ca>
- **InfoPresse Magazine**
<http://www.infopresse.com>
With news from the world of marketing communications, mostly focusing on Quebec.
- **Hoover Web Design**
<http://www.hooverwebdesign.com/business/index.php>
This website is about design and development for small businesses.

Entrepreneurship

- **Entrepreneurship magazine**
<http://www.entrepreneur.com>
This is a magazine that enables you to keep in contact with the news relevant to entrepreneurs.
- **Human Resources Canada**
<http://www.hrdc-drhc.gc.ca>
This site can help you with any questions related to human resources in Canada.
- **Industry Canada**
<http://www.strategis.ic.gc.ca>
this site is a Canadian directory of all registered companies.

Franchising & Retailing

- **Canadian Franchise Association**
<http://www.cfa.ca>
This is a resource center for both franchises and franchisees.
- **National Retail Foundation**
<http://www.nrf.com>
The U.S.-based NRF offers resources and information for the retailing sector.
- **Quebec Council of Retailing**
<http://www.cqcd.org>
The *Conseil québécois du commerce de détail* provides information on the Quebec retail sector and organizes an annual conference dealing with various retailing issues and challenges.
- **Retail industry**
<http://retailindustry.about.com>
This site offers news and opinions related to the retail sector.
- **Retail Forward**
<http://retailforward.com>
This is an industry surveillance service, providing information and analysis on various U.S. retail sectors. You can subscribe to the free Retail News Today daily newsletter and receive up-to-date information from the sectors of your choice.

Grants

- **Government Grants**
<http://www.businessguide.net>
Business guide to government grants and loans available in Canada.
- **Small Business Funding Center**
<http://cdn-grants.grants-loans.org>
Tips on how to fund your small business for training, staff, equipment, etc.

Legal Services

- **Canada Legal**
<http://www.canadalegal.com>
This site is a Canadian legal resource directory.
- **Legal Services**
<http://www.entrepreneurship.com>
The Entrepreneurship Center provides consultation on specific entrepreneur issues (navigate towards "Consultations" under "Entrepreneurship Centre").

Resources for *JOB SEEKERS*

Internships

- **Career Edge**
<http://overview.careeredge.ca>
Canada's internship organization for the business community.
- **Experience Canada**
<http://www.experiencecanada.com>
Internship programs to get the experience of abroad.
- **Youth Canada**
<http://www.youth.gc.ca>
Resources and tips for young people seeking jobs. Navigate towards the Federal Public Sector Youth Internship Program for information on internships programs.

Interview Tips

- **Canadian Association of Career Educators and Employers**
<http://www.cacee.com>
A non-profit partnership of employer recruiters and career services professionals.
- **Job Interview Preparations**
<http://www.job-interview.net/Bank/QuestionBankInDepth.htm>
Complete resource center to adequately prepare for a good interview.
- **Monster.ca**
<http://career-advice.monster.com>
Various job-seeking advice, including resume writing and interviewing tips.

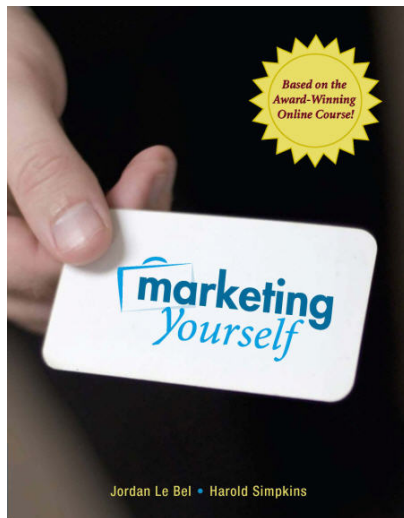
Job Postings

- **Career Builder**
<http://www.careerbuilder.com>
This is a resource center to help you excel in your chosen career.
- **College Grad**
<http://www.collegegrad.com>
This site is geared for recently graduated job seekers.
- **Fab Jobs**
<http://www.fabjob.com>
Insider information on how to get yourself your dream job.
- **Human Resources and Skill Development Canada**
<http://www.hrsdc.gc.ca>
This government site will let you research various careers.
- **Monster.ca**
<http://www.monster.ca>
This site is a search engine for anything that involves employment.
- **Montreal Jobs**
<http://www.jobsmontreal.com>
Online source for finding a job in Montreal.

Resume Writing

- **Bakos Group**
<http://bakosgroup.com>
Professional and executive resume writing service from which you can receive free feedback.
- **Broadcast a Resume**
<http://www.broadcastaresume.com>
Great site for job-seekers, employers and recruiters. This site also provides assistance in the preparation of video resumes.
- **Job Star Central**
<http://jobstar.org>
This site offers tools and advice when looking for a job and tips on resume writing (navigate towards "resume").

Or



Available on Indigo.ca

visit

www.marketingyourself.ca