



145 Wellington St West, Suite 203, Toronto, Ontario, M5J 1H8  
416.391.2362 • [theCMA.ca](http://theCMA.ca)

---

November 22, 2024

The Honourable Marc Miller, P.C., M.P.  
Minister of Immigration, Refugees and Citizenship Canada  
365 Laurier Avenue West  
Ottawa, Ontario K1A 1L1  
By Email: [Minister@cic.gc.ca](mailto:Minister@cic.gc.ca)

The Honourable François-Philippe Champagne, P.C., M.P.  
Minister of Innovation, Science and Industry  
235 Queen St  
Ottawa, Ontario K1A 0H5  
By Email: [ministerofisi-ministredeisi@ised-isde.gc.ca](mailto:ministerofisi-ministredeisi@ised-isde.gc.ca)

**Subject: Request to Review Post Graduate Work Permit Eligibility to Include Marketing as a Field of Study**

Dear Ministers,

We are writing you to express our concern with recent changes to the Immigration, Refugees and Citizenship Canada (IRCC) Post-Graduation Work Permit Program and seek a formal review to re-introduce marketing as an eligible field of study.

The new IRCC fields of study requirements do not recognize the importance and value of marketing to the Canadian economy and will significantly impact the critical contribution of small and medium-sized businesses and marketing to the Canadian economy.

In 2022, Canada's digital marketing spend reached \$12.29 billion, and is predicted to exceed \$16 billion by 2025. Marketing is essential for business success. Digital marketing is used by more than 90% of small businesses in Canada through the full range of Canadian news outlets across the country, and through international platforms like Instagram, Meta, and YouTube.

Companies need employers with the training and expertise – including an understanding of Canadian marketing ethics and professional standards – to navigate this landscape effectively to enable their employers to provide consumers with the products and services that they need and want.



145 Wellington St West, Suite 203, Toronto, Ontario, M5J 1H8  
416.391.2362 • theCMA.ca

---

Canadian small and medium-sized businesses are directing significant resources towards advertising and digital marketing, with some allocating sizable portions of their budget for these efforts. Upwards of 60% of small and medium-sized businesses spend more than \$10,000 on advertising annually, and 29% spend more than \$100,000 annually. Digital Ads level the playing field for small businesses leveraging formats like social media, mobile and programmatic advertising to reach audiences effectively.

Canadian organizations across most economic sectors are working to expand their multicultural and newcomer marketing efforts. We need the expertise and insights of immigrants, combined with marketing training, to help further these efforts.

The changes to IRCC eligibility will further impact the government's AI policy. This is exemplified by the rise in the use of AI applications such as ChatGPT, which saw 70% of businesses adopting one aspect of AI into their organization in 2024.

This trend highlights a clear shift and commitment towards embracing advanced marketing strategies and indicates a strong move towards AI in marketing practices. Investment in tech and marketing go hand in hand.

In short, restricting Post-Graduation Work Permit Program eligibility to "agriculture and agri-food, health care, science, technology, engineering and mathematics (STEM), trade, and transport" does not recognize the reality and needs of the modern Canadian economy.

Reintroducing marketing as a field of study will ensure Canada continues to attract the best talent from around the world. It will ensure small and medium-sized businesses in Canada can compete on a level playing field.

We stand ready to work with you and your officials to amend the eligibility criteria.

Time is of the essence. We thank you for considering this request to modify eligibility for the Post-Graduation Work Permit Program in a timely manner.

Kind regards,

A handwritten signature in black ink, appearing to read "Alison Simpson", is positioned below the text "Kind regards,".

Alison Simpson  
President & CEO  
Canadian Marketing Association