Area of Interest: Business

Marketing Research and Analysis (Co-op and Non Co-op Version)

Ontario College Graduate Certificate Program Code: 1303X03FWO

1 Year

Ottawa Campus

Our Program

Enhance your analytical skills in the dynamic marketing research profession.

In this program, you learn to investigate how and why people purchase or use products and services. In addition, you develop the skills to conduct marketing and public opinion research in the government, not-for-profit and private sectors.

The curriculum emphasizes the marketing research process including:

- research design and project management
- questionnaire construction
- qualitative research, such as focus groups
- data collection and manipulation
- basic and intermediate statistical analysis and interpretation, and
- report writing and presentation skills

Students also have the option to gain real-world experience through a paid co-operative education (co-op) work term (see Additional Information for more details). Please note that places in the co-op work term are subject to availability and academic eligibility. Please note admission to the co-op program does not guarantee a co-op placement.

Graduates may have opportunities to work in a wide variety of research settings in government, not-for-profit organizations, and private businesses that use marketing research.

Completion of the Marketing Research and Analysis program may allow graduates to challenge the Certified Analytics and Insights Professional designation, a certifying body for marketing researchers in Canada.

SUCCESS FACTORS

This program is well-suited for students who:

- Possess strong interpersonal ability.
- Are well-organized and can work effectively under tight time constraints.
- Possess critical-thinking and problem-solving skills.
- Are inquisitive and have an analytical nature.
- See themselves contributing as a team member in dynamic environments.

Employment

This program provides the knowledge and skills to help launch your career in the marketing and

public opinion research discipline, with an emphasis on practical application of essential skills and experience in doing research projects. Upon graduation, you may find job opportunities on the consulting side in the marketing research industry or on the client side with organizations that have a marketing or communications department. This includes the federal and provincial governments, consumer products companies, retailers, marketing and communications consultants, technology companies, associations, and not-for-profit organizations. This program may also provide you with the skills to work as an independent consultant.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Collect and process marketing research information to support the analysis and presentation of data.
- Conduct marketing, consumer behaviour, and public opinion research to inform major business decisions.
- Document and communicate the results of data collection and quality control processes in marketing research projects.
- Interpret qualitative and quantitative research through the analysis and presentation of data, to meet the needs and objectives of the client.
- Analyze and manipulate numerical and text data in a manner consistent with the appropriate principles of statistics and related techniques.
- Design and implement research projects for international and domestic populations, reflecting the needs of varied cultural and linguistic demographic profiles.
- Comply with ethical, legal, privacy and professional standards and guidelines, in formulating designs for marketing and public opinion research.
- Design and produce questionnaires and qualitative guides to enable the collection of marketing research and meet the needs of stakeholders.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
GEP1001	Cooperative Education and Job Readiness	18.0
MKT1201	Fundamentals of Marketing Research	42.0
MKT1202	Questionnaire Design	42.0
MKT1203	Qualitative Marketing Research	56.0
MKT1205	Online Marketing Research	56.0
MKT1209	Marketing Research Design	42.0
MKT1223	Ethical Decision Making for Marketing Research	28.0
QUA1206	Data Analysis for Quantitative Research 1	56.0
Level: 02	**Courses**	**Hours**
MGT1208	Competitive Marketing Intelligence for Researchers	42.0
MKT1210	International Marketing Research	42.0

MKT1211	Client Research for Core Industries	42.0
MKT1217	Emerging Techniques in Marketing Research	42.0
MKT1222	Public Opinion and Consumer Behaviour	28.0
MKT1224	Presentation Skills for Marketing Research	28.0
QUA1212	Data Analysis for Quantitative Research 2	56.0
Co-op: 01	**Courses**	**Hours**
WKT2303	Marketing Research and Analysis Co-Op Work Term	

Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at https://www.algonquincollege.com/fee-estimator .

Further information on fees can be found by visiting the Registrar`s Office website at https://www.algonquincollege.com/ro .

Fees are subject to change.

Additional program related expenses include:

- Books cost approximately $1,000 for the program duration and can be purchased at the campus store.

Admission Requirements for the 2024/2025 Academic Year

Program Eligibility

- Ontario College Advanced Diploma (minimum three years) or Degree. Typical specialties: sociology, anthropology, political science, history, tourism, communications, economics, law, education and engineering.

- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).

- IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22; OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

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Program Eligibility

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Application Information

MARKETING RESEARCH AND ANALYSIS (CO-OP AND NON CO-OP VERSION)
Program Code 1303X03FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at http://www.ontariocolleges.ca/ .

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information: https://algonquincollege.force.com/myACint/ .

For further information on the admissions process, contact:

Registrar`s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: https://www.algonquincollege.com/ro

Additional Information

CO-OP INFORMATION:
All applicants apply directly to the co-op version of this program through http://www.ontariocolleges.ca/ or our International Application Portal. Applicants not wishing to pursue the co-op version will have the opportunity to opt-out after being admitted to the program but prior to the first co-op work term.

Co-operative education (Co-op) allows students to integrate their classroom learning with a real-world experience through paid work terms. Two academic terms prior to the cooperative education work term, students are required to actively participate in and successfully complete the self-directed co-op course, readiness activities and workshops.

Students must actively conduct a guided, self-directed job search and are responsible for securing approved program-related paid co-op employment. Students compete for co-op positions alongside students from Algonquin College and other Canadian and international colleges and universities. Algonquin College`s Co-op Department provides assistance in developing co-op job opportunities and guides the overall process, but does not guarantee that a student will obtain employment in a co-op work term. Co-op students may be required to relocate to take part in the co-op employment opportunities available in their industry and must cover all associated expenses; e.g., travel, work permits, visa applications, accommodation and all other incurred expenses.

Co-op work terms are typically 14 weeks in duration and are completed during a term when students are not taking courses. For more information on your program`s co-op level(s), visit the courses tab on your program`s webpage.

International students enrolled in a co-op program are required by Immigration, Refugees and Citizenship Canada (IRCC) to have a valid Co-op/Internship Work Permit prior to commencing their work term. Without this document International students are not legally eligible to engage in work in Canada that is part of an academic program. The Co-op/Internship Work Permit does not authorize international students to work outside the requirements of their academic program.

For more information on co-op programs, the co-op work/study schedule, as well as general and

program-specific co-op eligibility criteria, please visit https://www.algonquincollege.com/coop .

Part-time admission to this program is exception-based, with permission of the Coordinator and Chair. All eligibility requirements apply.

Contact Information

Program Coordinator(s)

- Nathaniel Stone, mailto:stonen@algonquincollege.com , 613-727-4723 ext. 6801

Course Descriptions

GEP1001 Cooperative Education and Job Readiness

Students are guided through a series of activities that prepare them to conduct a professional job search and succeed in the workplace. Through a detailed orientation students learn the cooperative education program policies and procedures related to searching and securing a work term opportunity. Students identify their strengths and transferable skills and participate in workshop-style sessions that focus on cover letter and resume development, interview techniques and job search strategies. Students learn how to navigate a web-based resource centre, which is used to post employment and cooperative education job opportunities. Students reflect on workplace success, ethics and responsibilities.

Prerequisite(s): none
Corerequisite(s):none

MGT1208 Competitive Marketing Intelligence for Researchers

Knowing how to apply various sources of data and transform them into marketing intelligence enables organizations to achieve their objectives. Students provide intelligence based on a logical framework and leverage primary data and marketing databases. Students process and interpret data through statistical modelling software and data manipulation software to present a synthesis of marketing intelligence. Through class presentations, case studies, a mystery shopping project and anal Prerequisites: MKT1201 MKT1202, QUA1206

Prerequisite(s): MKT1201 and MKT1202 and QUA1206
Corerequisite(s):none

MKT1201 Fundamentals of Marketing Research

Marketing research makes an important contribution to every organization that conducts marketing or communications. Students explore basic marketing and research principles and how they are used to inform key marketing decisions and contribute to marketing activities. Through case studies, class discussions and projects, students develop an understanding of marketing research best practices.

Prerequisite(s): none
Corerequisite(s):none

MKT1202 Questionnaire Design

Survey research is all about asking questions; therefore, questionnaire design is the core of every survey and the quality of the questions is key to their success. Students develop research questionnaires in the context of consumer behaviour and public opinion. Focus is placed on the structure and design of questionnaires, including the purpose, use and development of appropriate questions. Through practical exercises and discussion, students develop various types of questions that determine the quality of the information collected in a survey.

Prerequisite(s): none
Corerequisite(s):none

MKT1203 Qualitative Marketing Research

Qualitative research allows marketers to understand the answers to the "how" and "why" questions in a research project. Students investigate current theories and applications of qualitative research techniques, including the key criteria in selecting a qualitative research design, and the specifications for recruiting and approaches for developing a moderator's guide.Topics include the latest research techniques being used in the world of in-person and online qualitative research. Students gain hands-on experience using an online qualitative research software platform and analyze recent case studies with various applications in marketing and communications.

Prerequisite(s): none
Corerequisite(s):none

MKT1205 Online Marketing Research

Online research is the principal mode of data collection in today's world and most surveys are now conducted online. Students design and program questionnaires for online surveys. Students also explore how to sample and use access panels to collect primary data. Through in-class exercises and applied assignments, students develop experience designing questionnaires and collecting primary data.

Prerequisite(s): none
Corerequisite(s):none

MKT1209 Marketing Research Design

An appropriate research design suited to the objectives of the client is the essential foundation of every research project. Students explore the most important choices made in research design, such as the role of secondary research, and when to use qualitative versus quantitative approaches. Students explore traditional research designs used in marketing research, such as observation, hypothesis testing, experimental design and modeling. Students also develop criteria for selecting the best design for specific research needs. Through a combination of in-class presentations and case studies, students develop skills in designing marketing research projects.

Prerequisite(s): none
Corerequisite(s):none

MKT1210 International Marketing Research

Marketing research is a global industry that is conducted in almost every country in the world and the modes of data collection and business culture vary from one region to another. Therefore, it is important to know how to conduct research in diverse, international settings. Students explore the principles and challenges of conducting marketing research on an international level, based on ESOMAR standards, particularly in the United States, Europe and Asia. Learning activities are based on in-class presentations, case studies and a major research project. Prerequisites: MKT1201 MKT1203, QUA1206, MKT1223

Prerequisite(s): MKT1201 and MKT1202 and MKT1223 and QUA1206
Corerequisite(s):none

MKT1211 Client Research for Core Industries

Managing the steps of a marketing research project while liaising with a client are essential activities in the workplace. In teams, students gain work integrated learning experience through the completion of a marketing research project for an external client from start to finish. Students apply marketing research techniques and secondary data to particular business problems facing their external client's organization. Students develop a proposal, conduct field work, analyze findings and present results to their client. Prerequisites: MKT1201, MKT1202, MKT1203, MKT1205, MKT1209, QUA1206M, MKT1223

Prerequisite(s): MKT1201 and MKT1202 and MKT1203 and MKT1205 and MKT1209 and MKT1223 and QUA1206
Corerequisite(s):none

MKT1217 Emerging Techniques in Marketing Research

The marketing research industry is changing rapidly with the ongoing introduction of new methods and technologies for research. It is essential to keep up with trends within the industry to remain competitive. Students explore emerging research techniques, ranging from insight communities to text analytics to web analytics, as well as other topics relevant to future careers. In addition, students investigate practical applications of marketing research and develop presentations for an emerging research techniques event for employers. Through in-class lectures, class discussions, assignments and developing and giving a public presentation on an emerging technique. Prerequisites: MKT1201, MKT1202, MKT1203, MKT1205, MKT1209, QUA1206, MKT1223

Prerequisite(s): MKT1201 and MKT1202 and MKT1203 and MKT1205 and MKT1209 and MKT1223 and QUA1206
Corerequisite(s):none

MKT1222 Public Opinion and Consumer Behaviour

Researchers need to understand the principles, theories and past research on what influences consumer behaviour and public opinion in order to design useful, reliable and valid studies and provide value added in analysis. Students examine key concepts, principles and theories of social psychology in order to measure public opinion and consumer behaviour and their application to public sector communications and marketing strategies. Students also explore issues related to cognitive responses to communications and marketing stimuli; how attitudes, motivation and personality affect public opinion and consumer buying patterns. By applying conceptual and theoretical ideas in psychology, students develop marketing strategies aimed at building and maintaining strong relationships between governments and their publics and businesses and their customers. Prerequisites: MKT1201, MKT1203, QUA1206, MKT1223

Prerequisite(s): MKT1201 and MKT1202 and MKT1223 and QUA1206
Corerequisite(s):none

MKT1223 Ethical Decision Making for Marketing Research

Marketing researchers need to apply industry standards and ethics in all aspects of their work to maintain the integrity of their profession and industry. Students explore the industry association's code of conduct and industry best practices and develop an understanding of the provisions of Canada's privacy legislation. Through in-class lectures, case studies, class discussions and assignments, students develop the ability to apply industry standards and privacy legislation to marketing research projects.

Prerequisite(s): none
Corerequisite(s):none

MKT1224 Presentation Skills for Marketing Research

Knowing what and how much data to present is a required skill for marketing researchers. Turning data into insights for clients requires the ability to manipulate and visualize data to present it in a concise and insightful way. Students explore and develop fundamental skills in synthesizing insights and presenting data from surveys, qualitative research and secondary research. Furthermore, students apply data manipulation skills to synthesize and visualize information for their presentations. Students also practice the art of public speaking and conveying data insights to their audience. Through in-class activities, practical exercises and visual communication development, students refine their presentation skills to provide clients with valuable insights and key takeaways.

Prerequisite(s): MKT1201 and MKT1203 and MKT1223 and QUA1206
Corerequisite(s):none

QUA1206 Data Analysis for Quantitative Research 1

Statistical reasoning and analysis based on quantitative data is core to marketing research. Students gain a thorough knowledge of the principles and tools of statistical reasoning and analysis. Students develop the ability to manipulate and analyze quantitative data and draw conclusions for marketing problems. Furthermore, students create and analyze output tables using

statistical analysis gain a thorough knowledge of the principles and tools of statistical analysis software. Through presentations, in-class exercises and assignments, students develop an understanding of the basic principles of statistics and analysis techniques.

Prerequisite(s): none
Corerequisite(s):none

QUA1212 Data Analysis for Quantitative Research 2

Intermediate and advanced statistical techniques provide a much wider understanding of the relationships in survey data and enable the researcher to provide higher calibre solutions to marketing objectives. Building on existing knowledge of quantitative analysis techniques, students explore multivariate analysis including factor and cluster analysis, perceptual mapping, and various types of non-linear regression. Students also enhance their analytical skills through the use of statistical analysis software. Through assignments, presentations and data analysis exercises, students develop the ability to identify appropriate statistical techniques to obtain evidence-based conclusions and achieve marketing objectives. Prerequisites: MKT1201, QUA1206

Prerequisite(s): MKT1201 and QUA1206
Corerequisite(s):none

WKT2303 Marketing Research and Analysis Co-Op Work Term

Co-op work terms provide an experiential opportunity, which is directly related to the field of study. This co-op work term follows second term studies. The work term centres on the opportunity to develop and implement tools and techniques within a variety of market research and analysis functions allowing students to apply learned concepts and principles. Students completing co-op have the ability to integrate their theoretical knowledge and work experience with career opportunities. Employment is available in public sector and private sector organizations in Eastern Ontario. Prerequisites: MKT1201 and MKT1202 and MKT1203 and MKT1204 and MKT1205 and MKT1208 and MKT1209 and MKT1210 and MKT1211 and MKT1217 and MKT1222 and QUA1206 and QUA1212, and MKT1223 and MKT1224

Prerequisite(s): MKT1201 and MKT1202 and MKT1203 and MKT1204 and MKT1205 and MKT1208 and MKT1209 and MKT1210 and MKT1211 and MKT1217 and MKT1222 and MKT1223 and MKT1224 and QUA1206 and QUA1212
Corerequisite(s):none