

Area of Interest: Business

Marketing Research and Business Intelligence

Ontario College Graduate Certificate
40 Weeks
Ottawa Campus

Academic Year: 2019/2020
Program Code: 1303X01FWO

Our Program

Build employable skills in the dynamic and evolving marketing research industry.

In the one-year Marketing Research and Business Intelligence Ontario College Graduate Certificate program you are exposed to the current and emerging techniques in marketing research. This program can launch you into a fascinating data-driven career in the marketing research industry.

You learn to investigate how and why people purchase products and services. The program provides you with the employable skills to conduct marketing and opinion research in the public, not-for-profit and private sectors. The curriculum emphasizes the marketing research process including:

- research design
- questionnaire construction
- moderator`s guide construction
- data collection
- basic and intermediate statistical analysis and interpretation, and
- report writing and presentation skills

This program offers the opportunity to gain valuable and practical experience through real-world internships, beginning early in the program and continuing throughout, for a total of 448 hours.

Graduates may have opportunities to work in a wide variety of research settings across private, not-for-profit and public business sectors.

SUCCESS FACTORS

This program is well-suited for students who:

- Possess strong English communication (written, verbal, technology) and interpersonal abilities.
- Are well-organized and can work effectively under tight time constraints.
- Possess critical-thinking skills.
- Are inquisitive and have an analytical nature.
- See themselves contributing as a team member in dynamic environments.
- Like analyzing and solving problems.
- Enjoy a hands-on approach to learning about the marketing research industry.

Employment

Graduates may have opportunities to work in a wide variety of research settings across private, not-for-profit and public business sectors.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Retrieve, process, and present market research information and findings using current online and stand-alone information technology tools.
- Conduct marketing and consumer behaviour research, with a high degree of accuracy and reliability that can inform major business decisions.
- Write documentation to collect, and support the collection, of data for market research projects.
- Interpret qualitative and quantitative research through the analysis and presentation of empirical data to meet the needs and objectives of the client.
- Ensure that all analysis of numerical and text data is consistent with the appropriate principles of descriptive statistics and techniques of statistical inference.
- Design and implement research projects for international and domestic populations with varied cultural and linguistic demographic profiles.
- Formulate plans for market research and consumer behaviour research that will meet the needs of the client and follow all theoretical, practical, ethical, and legal guidelines related to the collection of data and the privacy of personal information.
- Design and implement research projects that address the unique characteristics of public, private or not-for-profit organizations.
- 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
MGT1213	Introduction to Work Placement	14.0
MKT1201	Fundamentals of Marketing Research	42.0
MKT1202	Questionnaire Design	42.0
MKT1203	Qualitative Marketing Research	42.0
MKT1205	Online Marketing Research	56.0
MKT1209	Marketing Research Design	42.0
QUA1206	Data Analysis for Quantitative Research I	42.0
Level: 02	Courses	Hours
MGT1208	Competitive Marketing Intelligence for Researchers	42.0
MKT1204	Ethical Decision Making and Executive Skills for Marketing Research	42.0
MKT1210	International Marketing Research	42.0
MKT1211	Research for Core Industries	42.0
MKT1217	Emerging Techniques in Marketing Research	42.0
QUA1212	Data Analysis for Quantitative Research II	42.0
Core Electives: choose 1	Courses	Hours
FLD1214	Work Placement	448.0
FLD1215	Work Projects	448.0

Fees for the 2019/2020 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 site at <http://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.

Students are required to supply and use a laptop computer that meets minimum hardware and software specifications as outlined at <http://mlearning.algonquincollege.com>.

Admission Requirements for the 2020/2021 Academic Year

Program Eligibility

- Ontario College Advanced Diploma (minimum three years) or Degree. Typical specialties include: business, marketing, psychology, sociology, anthropology, political science, history, tourism, communications, economics, law, education and engineering.
- International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) 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.
- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

Admission Requirements for 2019/2020 Academic Year

Program Eligibility

- Ontario College Advanced Diploma (minimum three years) or Bachelor's Degree. Typical specialties include: business, marketing, psychology, sociology, anthropology, political science, history, tourism, communications, economics, law, education and engineering.
- International applicants must provide proof of the subject-specific requirements noted above along with proof of either: (IELTS / TOEFL) 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.
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency.

Application Information

MARKETING RESEARCH AND BUSINESS INTELLIGENCE Program Code 1303X01FWO

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
Email: <mailto:AskUs@algonquincollege.com%20>

Additional Information

Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit:
<https://www7.algonquincollege.com/byod/>.

You must qualify for Spring/Summer semester internships (FLD1215 Work Projects and FLD1214 Work Placement). A cumulative GPA of 2.3 is required to qualify for FLD1215 Work Projects and to graduate from the program. A cumulative GPA of 3.0 is required to qualify for FLD1214 Work Placement and to graduate from the program.

Admittance to a two-year stream is exception-based and with special permission of the coordinator and chair. All GPA requirements apply.

For more information, please contact Nathaniel Stone, Program Coordinator, at
<mailto:stonen@algonquincollege.com>

Course Descriptions

FLD1214 Work Placement

If you qualify for this course, you apply the academic knowledge and hands-on skills you have acquired in an approved placement in a supervised workplace setting, while working for a professional organization (supplier or client-side). You will identify specific individual objectives, and receive practical experience. Progress is monitored through contact with the employer. Faculty assist you in finding your placement; however, the onus is on the you to secure the work placement.

Prerequisite(s): MGT1208 and MKT1204 and MKT1210 and MKT1211 and MKT1217 and QUA1212
Corequisite(s):none

FLD1215 Work Projects

If you qualify for this course, you apply the academic knowledge and hands-on skills you have acquired in a supervised setting within the college, conducting approved marketing research and/or marketing intelligence projects for clients under faculty guidance. You identify specific individual objectives, and receive practical experience. Progress is monitored through contact with clients.

Prerequisite(s): MGT1208 and MKT1204 and MKT1210 and MKT1211 and MKT1217 and QUA1212
Corequisite(s):none

MGT1208 Competitive Marketing Intelligence for Researchers

Competitive marketing intelligence is the process through which businesses gather relevant and useful information about competitors and the competitive environment. You will integrate competitive marketing intelligence with your planning processes and decision making using databases such as Statistics Canada's database. You will learn about approaches for data mining and social media analytics, to help convert the wealth of big data into strong, quantitatively

defendable decisions. You will consider the needs of decision makers in the private, public and not-for-profit sectors.

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

MGT1213 Introduction to Work Placement

You are prepared for individual work placements in the industry or in client-side organizations. You will assess your skills and competencies and develop personal profiles to prepare for interviews and other interactions with professionals in the marketing research field. To guide career planning, you explore employer expectations and job requirements in the research marketplace.

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

MKT1201 Fundamentals of Marketing Research

You will explore the foundation of marketing research principles and how marketing research is used to inform business decisions. Learning prepares you for more advanced study in the program. You will examine the most essential areas of marketing research, including public opinion research, secondary research, research design, surveys, qualitative research, data collection and data quality. You will begin an exploration of statistical analysis software and basic statistical analysis. You will learn how to manage the in-house research function and get value for money in purchasing research. Course content recognizes federal government public opinion research, which has a large impact on the Ottawa marketing research community.

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

MKT1202 Questionnaire Design

You gain an understanding of consumer behaviour and public opinion in the context of developing a research questionnaire. You will learn how the structure and design of questionnaires informs marketing and communication plans. Building on this, you are introduced to a pragmatic approach to the principles of questionnaire design. The purpose, use and construction of questions, including open-ended, multiple choice, ranking, paired comparison, summated scales, product rating, attitude scales and demographic questions are covered. Practical exercises and discussions allow you to create different types of questions for a variety of contexts and applications.

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

MKT1203 Qualitative Marketing Research

Current theories and applications of qualitative research techniques are discussed. You learn about the key criteria in selecting a qualitative research design, and the specifications for recruiting and approaches for developing a moderator's guide. You will explore some of the latest research techniques being used in the world of in-person and online qualitative research, such as focus groups, mini-groups, in-depth interviews, projective techniques, bulletin boards, and live chat. You will gain hands-on experience conducting qualitative research in-person and using a Canadian-based online software platform. You will review recent case studies for the benefits and drawbacks of using qualitative research in areas such as advertising, communications, product development, policy development and customer satisfaction.

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

MKT1204 Ethical Decision Making and Executive Skills for Marketing Research

To maintain professional integrity, market researchers must be familiar with industry standards for high-quality research, so they can make decisions that respect the rights and privacy of respondents. You will learn about The Code of Conduct and industry association practices, and

explore the impact of Canada's privacy legislation, the Personal Information Protection and Electronic Documents Act (PIPEDA). You learn to communicate complex information to a variety of audiences, and to deliver convincing presentations.

Prerequisite(s): MGT1213 and MKT1201 and MKT1202 and MKT1203 and MKT1205 and MKT1209 and QUA1206

Corerequisite(s):none

MKT1205 Online Marketing Research

Online environments and tools have had a dramatic impact on consumer behaviour and marketing. You will map the market research process into online environments and explore the benefits and drawbacks inherent in the shift. Topics include MROCs (marketing research online communities), panels, sampling, questionnaire layout, programming and research standards. You will apply survey programming techniques and gain hands-on experience using the Survey Monkey platform.

Prerequisite(s): none

Corerequisite(s):none

MKT1209 Marketing Research Design

In research, it often proves to be the case that collected data is only as good as the questions that are asked. You will explore the most important choices made in research design, such as the role of secondary research, and when to use qualitative versus quantitative approaches. You learn about traditional research designs used in marketing research, such as observation, hypothesis testing, experimental design and modeling. You also develop criteria for selecting the best design for specific research needs. Once the key theoretical concepts are reviewed, they are applied in design-oriented case studies.

Prerequisite(s): none

Corerequisite(s):none

MKT1210 International Marketing Research

Marketing research in the global and intercultural context is an important principle for market researchers as the breadth of product penetration expands. You will develop an appreciation for the principles of doing research on an international and intercultural level. The challenges of conducting research in major markets, such as the United States, Europe and Asia are also discussed. You will review the European Society for Opinion and Marketing Research (ESOMAR) standards. The learning activities include case studies to focus on the international aspects of marketing research.

Prerequisite(s): MKT1201 and MKT1202

Corerequisite(s):none

MKT1211 Research for Core Industries

You will discover how marketing research and public opinion research contribute to major sectors, including government, education, tourism, high technology and not-for-profit (e.g. associations). You learn about the role of research techniques and secondary data in the examination of current and emerging issues and trends for these sectors. In teams, you undertake a major marketing research project for a client in one of the sectors, including developing a proposal, conducting field work, analyzing the findings, presenting the results to the client and preparing a final report. Project topics include marketing, communications, advertising and customer satisfaction.

Prerequisite(s): MKT1201 and MKT1202 and MKT1203 and MKT1204 and MKT1205 and QUA1206 and MKT1209 and MGT1213

Corerequisite(s):none

MKT1217 Emerging Techniques in Marketing Research

Marketing Research and Business Intelligence are dynamic fields, with new approaches rapidly evolving and changing the research landscape. You will explore emerging techniques, ranging

from Insight Communities to Text Analytics to Web Analytics. You will also explore current topics relevant to your upcoming career and investigate practical applications and limitations that may be of interest to potential employers and clients. Skills to evaluate options and recommend appropriate techniques are developed. Emerging techniques are included as they are adopted by the industry.

Prerequisite(s): MKT1201 and MKT1202 and MKT1203 and MKT1204 and MKT1205 and QUA1206
Corerequisite(s):none

QUA1206 Data Analysis for Quantitative Research I

You gain an understanding of the principles and tools of statistical reasoning and analysis. You will develop approaches to analyze quantitative data. Topics include sampling and weighting, probability, central tendency, variation, estimation, hypothesis testing, correlation analysis, statistical reasoning and interpretation and non-parametric statistics. You analyze results of given and acquired data.

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

QUA1212 Data Analysis for Quantitative Research II

Building on existing quantitative analysis techniques, you will explore multivariate analysis, which includes a range of techniques that measure different types of relationships. Among others, ANOVA, t-tests, linear regression, logistic regression, cluster analysis and factor analysis are explored. Discussions and exercises address the selection of the appropriate technique for each situation, the purpose of each technique, the interpretation of the results and the problems commonly encountered with each technique.

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