

# Research Analyst

## at Georgian

### WHAT IS AN INTERNSHIP?

Internship programs are a system of education followed by an industry-specific work experience. This work experience blends college academic studies with real and relevant work experience to enhance students' skills. Students are work-ready and available for full-time employment upon completing their internship.

Internship programs are a three-way partnership between employers, students and educational institutions. They provide benefits to all participants.

Students gain valuable work experience. Employers benefit from highly motivated students who are available for special projects and during peak workload periods. Georgian College enhances its reputation for providing career-oriented applied education.

### BENEFITS OF HIRING STUDENTS

- reduces your labour costs
- improves your company's eligibility for an Ontario Co-operative Education Tax Credit of up to \$3,000 per student per work term
- brings fresh ideas and new technical knowledge and terminology to the workplace
- frees up permanent staff for more complex tasks, new projects or vacation
- assists with your succession planning
- allows you to assess students for their ability, dependability and aptitude as potential full-time employees
- streamlined process for employers to post co-op opportunities

Visit: [careerandcoop.georgiancollege.ca](http://careerandcoop.georgiancollege.ca)

### PROGRAM HIGHLIGHTS

Research Analyst students are graduates with previously earned diplomas or degrees from a wide range of disciplines, including liberal arts (i.e., psychology, sociology), business, health sciences, and education. Students then add the following courses to their academic experience:

- Survey Design and Analysis
- Qualitative Research Methods
- Population and Demography
- Database Management
- Fundamentals of Statistical Analysis
- Research Communication Skills
- New Research Technology
- Advanced Methods and Special Projects
- Research Seminar
- Advanced Statistical Procedures
- Research Management Skills
- Spreadsheet and Table Management

Georgian Research Analyst graduates are recognized by the Marketing Research and Intelligence Association (MRIA) as eligible for certification as a Certified Marketing Research Professional.

### STUDENT AVAILABILITY

Students are available for work terms at the beginning of May and September. Work terms are typically 12 weeks in length.

## STUDENT COMPETENCIES

Prior to beginning their internship, students are capable of:

- conducting a major research project from the conceptualization to design to communication of the results; developed through a hands-on application of the entire research process
- understanding and implementing ethics and industry standards into their research methods
- using qualitative and quantitative methodological knowledge in designing, conducting, and evaluating research projects and producing findings
- utilizing the most recent technological innovations to capture, retrieve and manage information as well as for the presentation and communication of the insight
- analyzing, managing and statistically testing data that is best suited to the nature of the information
- critically interpreting and evaluating research and its implications
- communicating in a clear written and verbal format using effective presentation techniques
- working as an effective team member

## OUR GRADUATES

Graduates have research skills to seek employment in a variety of research fields including:

- opinion research
- social planning research
- marketing research
- advertising research
- tourism research
- human resources research
- education research
- needs assessment
- program evaluation research

Employers include educational institutions, consulting groups, municipal, provincial and federal government agencies, private corporations and social agencies.

“ For over 10 years we have been hiring Research Analyst (RAP) grads, many of whom have advanced to senior leadership positions. What we like most about RAP is that it prepares students with a full set of research skills so they can be productive from the first day on the job. ”

David MacDonald, cmrp Group Vice President – Environics Research Group



## CONTACT AN INTERNSHIP CONSULTANT TODAY

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