RESEARCH ANALYST

Program Outline

Major: RAPP
Length: 1 Year
Delivery: 3 Semesters
Credential: Ontario College Graduate Certificate
Effective: 2018-2019
Location: Barrie
Start: Fall (Barrie), Winter (Barrie)

Description
In this program, students are equipped with the knowledge, skills, and professionalism necessary to conduct applied research in sectors such as marketing, tourism, media, government, public affairs, education, health, non-profit and social service agencies. Students are provided with hands-on experience and focus on the entire research process. Students formulate research questions, develop research designs, collect information from primary and secondary sources, perform data analysis, interpret results, communicate findings, and develop strategic recommendations. Additional features of the program include an emphasis on traditional and emerging qualitative and quantitative methodologies, the use of technology, effective communication processes, and adherence to professional and ethical standards.

Career Opportunities
Graduates may find opportunities within a variety of public, private, and non-profit organizations, in the fields of marketing, public policy, media, advertising, tourism, human resources, education, needs assessment, and program evaluation. Potential employers include market research firms, private corporations, consulting groups, municipal, provincial and federal government agencies, educational institutions, social agencies, and not-for-profit organizations.

Program Learning Outcomes
The graduate has reliably demonstrated the ability to:

- develop strategic recommendations and outcomes measures based on research evidence, and assess their implications within larger organizational decision processes;
- apply project management principles, tools, and techniques to scope and efficiently manage a full research process as part of a multidisciplinary team;
- communicate information in a variety of formats and for different audiences using appropriate presentation tools and techniques;
- critically evaluate and interpret primary and secondary research data and findings,
- adhere to professional and ethical standards, and legislative requirements;
- apply appropriate quantitative and qualitative tools and techniques to collect, analyze, integrate, and interpret primary and secondary research evidence;
- design, implement, and communicate an applied research project that provides experience in dealing with the theoretical, conceptual, and operational aspects of the entire research process;
- employ environmentally sustainable practices within the profession;
- apply basic entrepreneurial strategies to solve problems, and to identify and respond to new opportunities.

External Recognition:
Graduates are exempted from the educational requirements for writing the Certified Marketing Research Professional (CMRP) designation exam. For more information, see “Path 1: Post-Graduate” at the Marketing Research and Intelligence Association’s website: http://mria-arim.ca/education/cmrp-certification/cmrp-overview.

Credit towards other professional designations also may be possible. These agreements are assessed, revised and updated on a regular basis. Please contact the program coordinator for specific details.

The Program Progression:
Fall Intake - Barrie

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Winter Intake - Barrie

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Admission Requirements:
Three year college advanced diploma or university degree, or equivalent. Typical specialties include: psychology, sociology, business, marketing, political science, anthropology, history, tourism, communications, education, health, or philosophy.

Selection Process:
Applicants will be asked to submit a current résumé and letter of interest to the program co-ordinator.

Admission decisions will be based on academic grades, résumé and letter of interest.

Additional Information:
Complementary to the learning outcomes, graduates of the Research Analyst Program will have a sense of confidence and competence that enables them to function effectively in a research setting by demonstrating many of the following skills and aptitudes: intellectual curiosity, critical inquiry, problem solving, creativity, initiative, practical experience, negotiation, professionalism, team work and leadership.

Graduation Requirements:
12 Mandatory Courses
1 Internship

Graduation Eligibility:
To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Mandatory Courses
RAPP1000 Population and Demography
RAPP1001 Survey Design and Analysis
RAPP1003 Fundamentals of Statistical Analysis
RAPP1005 Qualitative Research
RAPP1007 Advanced Statistical Procedures
RAPP1010    Spreadsheet and Table Management
RAPP1013    Market and Social Research Tools and Techniques
RAPP1014    Report Writing and Presentation Skills
RAPP1015    Professional Workplace Communication
RAPP1016    Research Project Management Skills
RAPP1017    Data Evaluation, Integration, and Reporting
RAPP1018    Capstone Major Research Project

Internship
RAPP1012    Research Analyst Internship

Course Descriptions:
RAPP1000 Population and Demography    42.0 Hours
In this course, students are provided with knowledge and skills to analyze the
demographic composition of population, as well as the causes and consequences of
population change. The emphasis is placed on conducting trend analysis and examining
the relationships between social, economic, and demographic trends, by utilization of
Statistics Canada information and Canadian Census Statistics. The demographic
applications used in research studies for descriptive and analytical purposes are
explored.

RAPP1001 Survey Design and Analysis    42.0 Hours
We are surveyed repeatedly about our opinions, behaviour and future intentions.
Survey research is examined and techniques for its application in a variety of applied
situations are developed. Students apply the theory of sampling, questionnaire design
and data collection for a variety of decision making situations.

RAPP1003 Fundamentals of Statistical Analysis    42.0 Hours
In this course, students are introduced to the methods used to present and describe
information as well as some ability to draw conclusions about populations of data based
on samples. The selection and use of summary values such as measures of central
tendency and measures of variation are examined, as well as some inferential statistical
techniques. Students are also introduced to a specialized statistical software package
and how it can be used to summarize and analyze data.

RAPP1005 Qualitative Research    42.0 Hours
In this course, students focus on non-empirical methods of data gathering and on
descriptive and explanatory levels of data analysis. The data gathering techniques to be
studied include in-depth interviews, focus groups, case studies, field observations,
literature reviews and historical research methods. Students apply these qualitative
methods by means of case studies, field experiences and class research projects.
RAPP1007 Advanced Statistical Procedures    42.0 Hours
Building on the inferential statistical techniques introduced in the Fundamentals of Statistics course, students are introduced to the use of some advanced parametric hypothesis tests (such as analysis of variance) and non-parametric tests. Multiple regression analysis and multiple comparison techniques are also studied. Students develop the ability to recognize the appropriate statistical test for a given situation. P- RAPP1003 Fundamentals of Statistical Analysis

RAPP1010 Spreadsheet and Table Management    42.0 Hours
In this course, students are presented with a full range of data analysis and summary techniques using spreadsheet software. Basics to be covered include cell addressing, entering data and formulas, and relative versus absolute addressing. Drawing on their statistical knowledge, students produce common research data analyses, including histograms, measures of central tendency and variation, comparison of means, correlations and pivot tables. Students organize and present their results using summary tables and charts.

RAPP1012 Research Analyst Internship    450.0 Hours
This course is designed to give the students practical experience in the field of research. Students work directly with a host agency for concentrated period of twelve weeks. Typically, the student serves as a research assistant for ongoing research projects. The student is assigned specific research responsibilities and must complete specific core and elective learning competencies during the internship. (P- RAPP1000 Population and Demography or P- REA6106 Population & Demogra) and (P- RAPP1001 Survey Design and Analysis or P- REA6114 Survey Design & Anal) and (P- RAPP1002 Database Management or P- REA6115 Database Management or P- RAPP1017 Data Evaluation, Integration, and Reporting) and (P- RAPP1003 Fundamentals of Statistical Analysis or P- REA6116 Fund. Of Statistical) and (P- RAPP1004 Research Communication Skills or P- REA6117 Research Comm. Skills 1 or P- RAPP1014 Report Writing and Presentation Skills) and (P- RAPP1005 Qualitative Research or P- REA6129 Qualitative Research or P- REA6113 Qualitative Research) and (P- RAPP1006 Research Seminar or P- REA6119 Research Seminar or P- RAPP1015 Professional Workplace Communication) and P- RAPP1007 Advanced Statistical Procedures and (P- RAPP1008 Research Management Skills or P- RAPP1016 Research Project Management Skills) and (P- RAPP1009 Advanced Methods and Special Projects or P- REA6130 Advanced Methods & Special Pro or P- RAPP1018 Capstone Major Research Project) and (P- RAPP1010 Spreadsheet and Table Management or P- REA6131 Spreadsheet And Table Man.) and (P- RAPP1011 New Research Technology or P- REA6132 New Research Tech. or P- RAPP1013 Market and Social Research Tools and Techniques)

RAPP1013 Market and Social Research Tools and Techniques    42.0 Hours
In this course, students are exposed to a range of market and social research tools and techniques. Students are introduced to specialized technologies used for market and social research purposes, and learn about specific market and social research techniques
such as customer segmentation, brand perception, sentiment analysis, stakeholder analysis, results-based performance measurement, return on investment, and program evaluation.

RAPP1014 Report Writing and Presentation Skills  42.0 Hours
Students focus on effective communication of research evidence in a variety of formats and for different audiences. There is opportunity to refine existing skills through practicing development of written content, data visualizations, and verbal presentations for expert, executive, and general audiences.

RAPP1015 Professional Workplace Communication  42.0 Hours
In this course, students develop workplace communications skills for a professional research environment. Topics covered include effective stakeholder communications and management, cultural competency, emotional intelligence, negotiation, conflict resolution, and appropriate use of electronic communications (e.g., text messaging, email, and social media). Students learn about how to interact and manage relationships with clients, vendors, managers, team members, and other stakeholders.

RAPP1016 Research Project Management Skills  42.0 Hours
A successful employee is a team player who is motivated in any organizational environment. Principles, tools, and techniques of effective research project management are covered in this course, through the use of readings, experiential exercises, and case studies. Students actively explore and experience individual, group and organizational processes.

RAPP1017 Data Evaluation, Integration, and Reporting  42.0 Hours
Organizations often have access to multiple forms of data that can help to inform decisions. This course is designed to assist students in critically evaluating and appropriately integrating evidence from different forms of primary and secondary sources (e.g., customer databases, industry statistics, big data, social media analytics, academic and trade journal articles, and in-depth interviews), and reporting the results of these analyses in formats such as data quality assessments, outcome metrics, benchmark scorecards, infographics, and executive briefings.

RAPP1018 Capstone Major Research Project  42.0 Hours
Building upon the theory and skills from Semester 1, students plan and execute a custom research study of their choice. For the project, students can employ either qualitative or quantitative methods introduced in Semester 1. Students concentrate on the entire research process, particularly data collection, analysis, and communication of the research findings. In addition, students gain experience with the application of project management principles, tools, and techniques. The work includes the design of work plans, time and budget planning, and monitoring and evaluating the work progress and results.

P- RAPP1001 Survey Design and Analysis
Course Description Legend
P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.