RESEARCH ANALYST

Program: RAPP  
Credential: Ontario College Graduate Certificate  
Delivery: Full-time  
Work Integrated Learning: 1 Co-op Work Term  
Length: 2 Semesters, plus 1 work term  
Duration: 1 Year  
Effective: Fall 2019, Winter 2020  
Location: 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:

1. develop strategic recommendations and outcomes measures based on research evidence, and assess their implications within larger organizational decision processes;
2. apply project management principles, tools, and techniques to scope and efficiently manage a full research process as part of a multidisciplinary team;
3. communicate information in a variety of formats and for different audiences using appropriate presentation tools and techniques;
4. critically evaluate and interpret primary and secondary research data and findings;
5. adhere to professional and ethical standards, and legislative requirements;
6. apply appropriate quantitative and qualitative tools and techniques to collect, analyze, integrate, and interpret primary and secondary research evidence;
7. 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;
8. employ environmentally sustainable practices within the profession;
9. 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 co-ordinator for specific details.

The Program Progression

Fall Intake
- Sem 1: Fall 2019  
- Sem 2: Winter 2020  
- Work Term: Summer 2020

Winter Intake
- Sem 1: Winter 2020  
- Sem 2: Summer 2020  
- Work Term: Fall 2020

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 Program Courses  
1 Co-op Work Term

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%.
## Program Tracking

### Semester 1

<table>
<thead>
<tr>
<th>Program Courses</th>
<th>Hours</th>
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<tbody>
<tr>
<td>RAPP 1001  Survey Design and Analysis</td>
<td>42</td>
</tr>
<tr>
<td>RAPP 1003  Fundamentals of Statistical Analysis</td>
<td>42</td>
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<tr>
<td>RAPP 1005  Qualitative Research</td>
<td>42</td>
</tr>
<tr>
<td>RAPP 1013  Market and Social Research Tools and Techniques</td>
<td>42</td>
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<tr>
<td>RAPP 1014  Report Writing and Presentation Skills</td>
<td>42</td>
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<tr>
<td>RAPP 1016  Research Project Management Skills</td>
<td>42</td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td><strong>252</strong></td>
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### Semester 2

<table>
<thead>
<tr>
<th>Program Courses</th>
<th>Hours</th>
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<tbody>
<tr>
<td>RAPP 1000  Population and Demography</td>
<td>42</td>
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<tr>
<td>RAPP 1007  Advanced Statistical Procedures</td>
<td>42</td>
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<tr>
<td>RAPP 1010  Spreadsheet and Table Management</td>
<td>42</td>
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<tr>
<td>RAPP 1015  Professional Workplace Communication</td>
<td>42</td>
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<tr>
<td>RAPP 1017  Data Evaluation, Integration, and Reporting</td>
<td>42</td>
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<tr>
<td>RAPP 1018  Capstone Major Research Project</td>
<td>42</td>
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<tr>
<td><strong>Hours</strong></td>
<td><strong>252</strong></td>
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**Total Hours** 504

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<thead>
<tr>
<th>Title</th>
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<tbody>
<tr>
<td>Co-op Work Term</td>
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<tr>
<td>COOP 1051  Research Analyst Work Term</td>
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