Georgian

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 resumé and letter of interest to the program co-ordinator.

Admission decisions will be based on academic grades, resumé 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		Hours
Program Courses		
RAPP 1001	Survey Design and Analysis	42
RAPP 1003	Fundamentals of Statistical Analysis	42
RAPP 1005	Qualitative Research	42
RAPP 1013	Market and Social Research Tools and Techniques	42
RAPP 1014	Report Writing and Presentation Skills	42
RAPP 1016	Research Project Management Skills	42
	Hours	252
Semester 2		
Program Courses		
RAPP 1000	Population and Demography	42
RAPP 1007	Advanced Statistical Procedures	42
RAPP 1010	Spreadsheet and Table Management	42
RAPP 1015	Professional Workplace Communication	42
RAPP 1017	Data Evaluation, Integration, and Reporting	42
RAPP 1018	Capstone Major Research Project	42
	Hours	252
	Total Hours	504

Code	Title
Co-op Work Term	
COOP 1051	Research Analyst Work Term

Graduation Window

Students unable to adhere to the program duration of one year (as stated above) may take a maximum of two years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

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.