RESEARCH ANALYST

Program: RAPP
Credential: Ontario College Graduate Certificate
Delivery: Full-time + Part-time
Work Integrated Learning: 1 Co-op Work Term
Length: 2 Semesters, plus 1 work term
Duration: 1 Year
Effective: Intake suspension Fall 2027 and Winter 2028
Location: Barrie

Description

Georgian College's Research Analyst Program equips you with the applied research marketing and program evaluation knowledge, skills, and professionalism necessary to conduct research that drives innovation. You acquire hands-on experience completing a research project for an organization or company. In your courses, you 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 research analyst career opportunities within a variety of public, private, and non-profit organizations. 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;
10. assess privacy risks and threats to the security of information for all stages of the research life cycle and implement appropriate measures to protect information.

External Recognition

Georgian College's Research Analyst Program is listed as a Certified Analytics and Insights Professionals of Canada (CAIP) recommended program. CAIP Canada is the certification body for Canada's research, analytics and insights professionals: https://www.caip-paim.ca/become-a-caip-new/#framework

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.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Intake suspension Fall 2027

Fall Intake

- **Sem 1:** Fall 2027
- **Sem 2:** Winter 2028
- **Work Term:** Summer 2028

Intake suspension Winter 2028

Winter Intake

- **Sem 1:** Winter 2028
- **Sem 2:** Summer 2028
- **Work Term:** Fall 2028

Admission Requirements

- Ontario College Diploma, Ontario College Advanced Diploma, degree or equivalent

Typical specialties include psychology, sociology, business, marketing, political science, anthropology, history, tourism, communications, education, health, or philosophy.

Selection Process

Admission decisions will be based on academic grades.

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, teamwork and leadership.

Bring Your Own Device (BYOD) requirements

All Georgian College students are required to bring their own device (BYOD) (https://georgiancollege.ca/byod/) that meets the technology requirements (https://georgiancollege.ca/byod/) for their program. Having access to a personal laptop that meets your program's technical requirements will ensure you're prepared for in-class, online and hybrid

learning activities. Students are responsible for the cost, software installation, maintenance and repair of their device.

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

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the 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 1010	Spreadsheet and Table Management	42
RAPP 1014	Report Writing	42
RAPP 1016	Research Project Management	42
	Hours	**252**
Semester 2		
Program Courses		
RAPP 1000	Population and Demography	42
RAPP 1007	Advanced Statistical Procedures	42
RAPP 1013	Research Tools and Techniques	42
RAPP 1015	Professional Communication	42
RAPP 1017	Data Evaluation	42
RAPP 1018	Capstone Project	42
	Hours	**252**
	Total Hours	**504**

Co-op Work Terms		**Hours**
COOP 1051	Research Analyst Work Term	450
	Hours	**450**
	Total Hours	**450**

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.

Disclaimer: *The information in this document 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.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.