

# Key Research Findings

This analysis was based on the pre-determined criteria and measures listed below:

Section	Description	Measures
<b>Student Demand</b>	<p>Includes an assessment of OCAS (2007 - 2011) enrolment data at other colleges in terms of mean growth rate with a specific focus on Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Trends in certificate, diploma, degree, apprenticeship and continuing education (where available).</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Enrollment Trend</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3%</li> <li>● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9%</li> <li>● Weak = Fleming enrolment growth is less than the system demand and is less than 1%</li> </ul>
<b>Labour Market</b>	<p>Includes projected employment rate growth based on a consolidation of various Ontario, Canadian, and US sources including HRSDC, Sector Council Reports US Bureau of Labour Statistics, and the MTCU Employment Profile.</p>	<ul style="list-style-type: none"> <li>● Strong = Between 5-6 positive labour market indicators</li> <li>● Moderate = Between 3-5 positive labour market indicators</li> <li>● Weak = Between 1-2 or no positive labour market indicators</li> </ul>
<b>Competitive Analysis</b>	<p>Includes the number of actual colleges offering the program as well as the ratio of applications to acceptances at Fleming compared to other colleges and specific comment about Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Conversion Report</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming conversion ratio is greater than 2 below the system</li> <li>● Moderate = Fleming conversion ratio is 1 above, below or equal to the system</li> <li>● Weak = Fleming conversion ratio is greater than 2 above than the system</li> </ul>
<b>Financial Analysis</b>	<p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Costing Analysis</a></p>	<ul style="list-style-type: none"> <li>● Strong = CTO is greater than 35%</li> <li>● Moderate = CTO is between 30 - 34%</li> <li>● Weak = CTO is between 20 – 30%</li> </ul> <p><b>No Contribution = 19% or less</b></p>

# Key Research Findings

<b>Key Performance Indicators</b>	<p>Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.</p> <p><b>Click Below to Access Full Source Document:</b> <a href="#">Key Performance Indicators</a></p>	<ul style="list-style-type: none"><li>● Strong = Above system average in 6-7 indicators</li><li>● Moderate = Above system average in 3-5 indicators</li><li>● Weak = Above system average in 0-2 indicators.</li></ul>
<b>Resource Analysis</b>	<p>Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here</p>	

# Key Research Findings

## Business Administration – Marketing (62900)

### Student Demand<sup>1</sup>

- **WEAK**

The following information consists of OCAS yearly student fall registration data as well as a mean growth rate and average student registration for each program under these categories:

#### Diploma

- Thirteen colleges offer this certificate program, including two of Fleming's main competitors
- Out of the key competitors, Georgian has the highest mean growth rate of **11%**, and Seneca has the lowest with **-3%**
- Overall, St. Lawrence has the highest mean growth rate (**273%**) and Humber has the lowest rate (**-9%**)
- Fanshawe has the highest average registration with **223 students** and Northern has the lowest with **2 students**

#### Advanced Diploma

- Fourteen colleges offer this certificate program, including all four of Fleming's main competitors
- Fleming has a **-10%** mean growth rate
- Out of the key competitors, Seneca has the highest mean growth rate of **0%**, and Georgian has the lowest with **-13%**
- Overall, St. Lawrence has the highest mean growth rate (**663%**) and Conestoga has the lowest rate (**-20%**)
- Durham has the highest average registration with **346 students** and Canadore has the lowest with **6 students**

#### Graduate Certificate

- Six colleges offer this certificate program, including two of Fleming's main competitors
- Out of the key competitors, Seneca has the highest mean growth rate of **7%**, and Sheridan has the lowest with **3%**

<sup>1</sup> Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011.

Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset

Prepared by Fleming Data Research (07-2012)

# Key Research Findings

- Overall, Humber has the highest mean growth rate **(22%)** and Centennial has the lowest growth rate **(-37%)**
- Humber has the highest average registration with **47 students** and Centennial has the lowest with **6 students**

## Diploma

Program: 52900 - BUSINESS - MARKETING																																
	2007		2008	% Change		(07-08)	2008		2009	% Change		(08-09)	2009		2010	% Change		(09-10)	2010		2011	% Change		(10-11)	% Mean	Growth	Rate	(07-11)	5 Year	Average	Reg.	Students
ALGONQUIN	198	204		3			204	219		7			219	208		-5			208	218		5			3				209			
CENTENNIAL	10	14		40			14	20		43			20	22		10			22	23		5			24				18			
CONESTOGA																																
CONFEDERATION	49	38		-22			38	37		-3			37	40		8			40	39		-3			-5				41			
FANSHAWE	229	231		1			231	256		11			256	197		-23			197	202		3			-2				223			
GEORGIAN	37	32		-14			32	33		3			33	39		18			39	53		36			11				39			
HUMBER	124	103		-17			103	94		-9			94	93		-1			93	86		-8			-9				100			
MOHAWK	119	96		-19			96	97		1			97	87		-10			87	112		29			0				102			
NORTHERN	3												1						1										2			
SENECA	71	71		0			71	61		-14			61	54		-11			54	61		13			-3				64			
SHERIDAN	1	6		500			6																		500				4			
ST. CLAIR								15					15	36		140			36	22		-39			51				24			
ST. LAWRENCE	3	2		-33			2	25		1150			25	20		-20			20	19		-5			273				14			
Total	844	797		-6			797	857		8			857	797		-7			797	835		5										

# Key Research Findings

## Advanced Diploma

Program: 62900 - BUSINESS ADMINISTRATION - MARKETING														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
CANADORE	5	6	20	6	5	-17	5	6	20	6			8	6
CENTENNIAL	30	27	-10	27	14	-48	14	18	29	18	16	-11	-10	21
CONESTOGA	95	87	-8	87	64	-26	64	52	-19	52	39	-25	-20	67
DURHAM	408	382	-6	382	343	-10	343	304	-11	304	291	-4	-8	346
FANSHAWE														
FLEMING	35	40	14	40	32	-20	32	21	-34	21	21	0	-10	30
GEORGE BROWN	104	117	13	117	134	15	134	132	-1	132	135	2	7	124
GEORGIAN	30	29	-3	29	38	31	38	23	-39	23	14	-39	-13	27
LA CITÉ COLLÉGIAL	19	18	-5	18	47	161	47	30	-36	30	19	-37	21	27
LAMBTON	20	11	-45	11	12	9	12	11	-8	11	14	27	-4	14
SENECA	75	91	21	91	67	-26	67	70	4	70	71	1	0	75
SHERIDAN		58		58	51	-12	51	47	-8	47	46	-2	-7	50
ST. CLAIR	1				24		24	32	33	32	37	16	24	24
ST. LAWRENCE	2	1	-50	1	28	2700	28	29	4	29	36	24	669	19
Total	824	867	5	867	859	-1	859	775	-10	775	739	-5		

## Graduate Certificate

Program: 72900 - MARKETING MANAGEMENT														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
CENTENNIAL	10	9	-10	9	3	-67	3	2	-33	2			-37	6
FANSHAWE	14	16	14	16	23	44	23	20	-13	20	17	-15	7	18
GEORGE BROWN	11	4	-64	4	5	25	5	9	80	9	8	-11	8	7
HUMBER	29	58	100	58	53	-9	53	46	-13	46	50	9	22	47
SENECA	16	13	-19	13	16	23	16	11	-31	11	17	55	7	15
SHERIDAN	28	35	25	35	33	-6	33	33	0	33	30	-9	3	32
Total	108	135	25	135	133	-1	133	121	-9	121	122	1		

# Key Research Findings

## Labour Market

• **MODERATE**

### Employment Ontario<sup>2</sup>

#### Sales, Marketing and Advertising Managers (NOC – 0611)

- Employment Ontario Rating (2009-2013):
  - **Average**
- Education/Training
  - “Sales, marketing and advertising managers usually require a university degree or college diploma in business administration or in a related field, with a specialization in sales, marketing, public relations, communications, or similar field. Technical background, knowledge of the industry and several years of prior work experience are required for management positions. Managers must have strong communications and presentations skills, and good interpersonal skills. They must be able to conduct research, analyze emerging market trends, and develop creative solutions for sales, marketing and promotions.”
- Demand
  - “Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013.. However, because of the large size of this occupational group, many job openings will be created each year from the need to replace workers who retire or leave. Employment trends in this occupational group are directly related to consumer/business spending and move in tangent with the overall strength of the broader economy.”
  - “Increasing operations in foreign markets, as well as foreign competition, will require increased knowledge and experience in international marketing and advertising. In addition, expertise in new electronic avenues for sales and marketing, such as e-commerce is an advantage. Individuals wishing to enter this field should have a high level of creativity and strong communication and computer skills. Employers will seek individuals with expertise in conducting advertising, marketing, promotions, public relations, and sales activities on the Internet.”

### HRSDC<sup>3</sup>

#### Sales, Marketing and Advertising Managers (NOC – 0611)

- Job Openings (2011/2020): **61,000**
- Job Seekers(2011/2020): **53,278**
- Post Secondary Education Graduates: **22,567**
- “The retirement rate will be higher than the average for all occupations and the majority of job openings over the projection period will result from retirements. Although fewer job openings will arise from expansion demand, it is expected that expansion demand will be very solid. In fact, the employment growth rate will remain higher than the average growth rate for all employment and job creation will show a clear improvement over the job losses recorded over the 2001-2010 period. Employment in wholesale trade will be supported by increased growth in

<sup>2</sup> "0611 Sales, Marketing and Advertising Managers." *Employment Ontario*. N.p., n.d. Web. 22 June 2012. <[http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/0611\\_e.pdf](http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/0611_e.pdf)>.

<sup>3</sup> "Sales, Marketing And Advertising Managers (061)." *Human Resources and Skills Development Canada*. N.p., n.d. Web. 22 June 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=9>>.

# Key Research Findings

investments in machines and equipment and by further increases in consumer spending. With regard to labour supply, a large number of job seekers will be workers who have sales, advertising or marketing experience in other occupations, and who will subsequently be promoted to management positions.”

## US Bureau of Labour<sup>4</sup>

### Advertising, Promotions, and Marketing Managers (SOC – 11-2011, 11-2021)

- Employment Growth (2010/2020): **Increase 14%**
  - **216,800 (2010) to 246,200 (2020)**
- “Advertising, promotions, and marketing will continue to be essential for organizations as they look to maintain and expand their share of the market.”
- “Newspaper publishers, one of the top-employing industries of advertising and promotions managers, are expected to decline 22 percent from 2010 to 2020. The continued rise of electronic media will result in decreasing demand for print newspapers. However, advertising and promotions managers are expected to see employment growth in other areas, as they will be needed to plan the digital advertisements that replace print ads.”
- “Because marketing managers and their departments are important to an organization’s revenue, marketing managers are less likely to be let go than other types of managers. Marketing managers will continue to be in demand as organizations seek to market their products to specific customers and localities.”

## HRSDC<sup>5</sup>

### Business Development Officers and Marketing Researchers and Consultants (NOC – 4163)

- Job Openings (2011/2020): **85,200**
- Job Seekers(2011/2020): **100,407**
- Post Secondary Education Graduates: **77,077**
- “Based on projections and considering that there was a shortage of labour supply in this occupation, it is expected that the number of job seekers will remain insufficient to fill job openings over the 2011-2020 period. Although employment growth will remain relatively high over the projection period, it will slow down significantly compared to the strong growth recorded in recent years. One of the main reasons for this slowdown is the budget freezes or cuts put in place by the federal government and some of the provincial governments. The slowdown will, however, be partially offset by the increase in the need to replace workers who retire. With regard to labour supply, the number of school leavers, who represent the vast majority of the job seekers, and immigrants will continue to increase; however, mobility will be more limited because fewer workers from other occupations will be attracted to this occupation as a result of the deterioration of its labour market conditions.”

<sup>4</sup> Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, Advertising, Promotions, and Marketing Managers, Web. <http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>, June 22, 2012.

<sup>5</sup> "Policy And Program Officers, Researchers And Consultants (416)." *Human Resources and Skills Development Canada*. N.p., n.d. Web. 22 June 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=60>>.

# Key Research Findings

## US Bureau of Labour<sup>6</sup>

### Market Research Analysts (SOC – 13-1161)

- Employment Growth (2010/2020): **Increase 41%**
  - **282,700 (2010) to 399,300 (2020)**
- “Employment growth will be driven by an increased use of data and market research across all industries in order to understand the needs and wants of customers and measure the effectiveness of marketing and business strategies.”
- “Companies increasingly use research on consumer behavior to develop improved marketing strategies. By doing so, companies are better able to market directly to their target population. In addition, market research provides companies and organizations with an opportunity to cut costs.”

## Sector Councils and Reports

### The Canadian Institute of Marketing:

#### Certificate of Registration and the Registered Professional Marketer

<http://www.cinstmarketing.ca/certificate.php>

The following schools offer accredited marketing programs (Canadian Institute of Marketing):

The marketing programs at the following colleges and universities have been accredited by the Canadian Institute of Marketing. Graduates of these programs have fulfilled the academic requirements for membership in the Canadian Institute of Marketing.

NOTE: many of our competitors are listed here, but we don't have this designation.

[Canadore College \(North Bay, Ontario\)](#)  
[Cape Breton University \(Sydney, Nova Scotia\)](#)  
[Centennial College \(Toronto, Ontario\)](#)  
[Confederation College \(Thunder Bay, Ontario\)](#)  
[DeVry Calgary \(Calgary, Alberta\)](#)  
[Fanshawe College \(London Ontario\)](#)  
[George Brown College \(Toronto Ontario\)](#)  
[Georgian College \(Barrie Ontario\)](#)  
[Georgian College \(Canadian Automotive Institute, Barrie Ontario\)](#)  
[Lincoln Business School \(Singapore\)](#)  
[McMaster University \(Hamilton, Ontario\)](#)  
[Mohawk College \(Hamilton, Ontario\)](#)  
[Northern Alberta Institute of Technology \(Edmonton, Alberta\)](#)  
[Nipissing University \(North Bay, Ontario\)](#)  
[Northern Alberta Institute of Technology \(Edmonton, Alberta\)](#)  
[Red River College \(Winnipeg, Manitoba\)](#)  
[Southern Alberta Institute of Technology \(Calgary, Alberta\)](#)  
[Sprott School of Business \(Carleton University, Ottawa, Ontario\)](#)

<sup>6</sup> Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, Market Research Analysts, Web. <http://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>. June 22, 2012.



# Key Research Findings

## Canadian Marketing Association<sup>7</sup>

### Certified Marketing Specialist Designation:

Under their Education and Training Tab, they list programs at universities and colleges. Although several community colleges from Ontario are listed, Fleming is not.

- [Do you have the 5 key skills to succeed in sales?](#)<sup>8</sup>
- [Cold CALLING 2.0. Is the age of the telephone coming to an end?](#)<sup>9</sup>
- [Future Of Sales Painting the big picture A kinder, gentler breed of sales professionals.](#)<sup>10</sup>

### **Marketing and Advertising Employment Levels Expected to Rise Modestly in Second Quarter<sup>11</sup>**

"Encouraged by positive economic indicators, some companies are augmenting their teams with a mixture of full-time, freelance and consulting professionals to manage key initiatives and capitalize on emerging opportunities," said Lara Dodo, vice president for The Creative Group's Canadian operations. "Some companies, however, are waiting for further signs of recovery before investing in additional creative talent." Dodo noted that the broad range of specialties being sought suggests many firms are operating with lean teams and, therefore, need support in multiple areas. "Creative teams have been stretched thin as the result of staff cutbacks and any new initiatives will typically require additional personnel resources," she said. "The demand for brand/product management suggests that firms may be investing in grass-root branding and marketing efforts in addition to digital and new media initiatives." The Creative Group specializes in placing a range of highly skilled creative, advertising, marketing and web professionals with a variety of firms on a project basis. The Creative Group's internal account managers typically have prior experience working within the creative industry, which helps them better understand their clients' needs and their freelancers' unique talents. Headquartered in Menlo Park, Calif., the firm has offices in major markets across the United States and in Canada.

<sup>7</sup> <http://www.the-cma.org/?WCE=C=47|K=227111>

<sup>8</sup> Jim Klein, Sep 14, 2009 <http://www.cpsa.com/src/SRCArticleRead.aspx?articleID=180>

<sup>9</sup> Sarah Hood. Winter 2010. <http://www.cpsa.com/pdf/contactarchives/Jan2010.pdf>

<sup>10</sup> Jeremy Miller. Jan. 2009 <http://www.cpsa.com/pdf/contactarchives/Jan2009.pdf>

<sup>11</sup> Anonymous. [Canada NewsWire](#). Ottawa: [Mar 11, 2010](#). Abstract (Summary)

# Key Research Findings

## Employment Profile<sup>12</sup>

In 2010-2011, **35%** of graduates were employed in a full time position which related to this program of study provincially

### Marketing/Retail Sales

Total Graduates:	2,108	Total Graduates in Survey:	1,421	Response Rate:	67.9%
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594 graduates were reported after the survey window had closed. While program information for these graduates has been included wherever possible, these graduates are not included in survey results, such as response rates.

#### Programs in Marketing/Retail Sales

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Automotive Management – Bachelor Of Applied Business	4 Years	36	24	24	Georgian
Brand Management	Post Diploma	15	10	7	Seneca
Business – Marketing	2 Years	738	501	336	Algonquin, Centennial, Confederation, Durham, Fanshawe, Georgian, Humber, Mohawk, Northern, Seneca, Sheridan, St. Clair, St. Lawrence
Business – Sales	2 Years	75	45	34	Loyalist, Niagara
Business Administration – Automotive Marketing	3 Years	90	46	40	Georgian
Business Administration – Marketing	3 Years	659	460	341	Algonquin, Boreal, Canadore, Centennial, Conestoga, Confederation, Durham, Fanshawe, George Brown, Georgian, La Cité, Lambton, Niagara, Seneca, Sheridan, Sir Sandford Fleming, St. Clair, St. Lawrence
Contact Centre Operations	1 Year	38	21	12	Centennial
Fashion Merchandising	2 Years	45	34	24	Fanshawe, Seneca
Fashion Merchandising	3 Years	7	7	6	Seneca
International Fashion Development And Management	Post Diploma	6	4	3	George Brown
Marketing Management	Post Diploma	213	144	133	Centennial, Fanshawe, George Brown, Humber, Seneca, Sheridan
Recreational Merchandising	2 Years	11	9	7	Sir Sandford Fleming
Sports Marketing	Post Diploma	110	69	66	George Brown
Strategic Relationship Marketing	Post Diploma	65	47	42	George Brown

<sup>12</sup> "Employment Profile." Ontario. N.p., 2011. Web. 19 July 2012.

<<http://www.tcu.gov.on.ca/pepg/audiences/colleges/serials/eprofile09-10/profile10.pdf>>.

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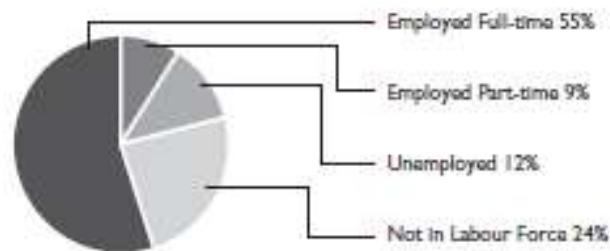
## Marketing/Retail Sales

### Summary of Survey Data

	Program Cluster	All Programs
Survey Population	1,421	50,622
Labour Force Participation	76%	74%
<b>Employment Rate<sup>a</sup></b>	<b>84%</b>	<b>83%</b>
Employed Part-time <sup>a</sup>	12%	18%
Employed Full-time <sup>a</sup>	72%	65%
<b>Average Annual Earnings – Total</b>	<b>\$32,884</b>	<b>\$33,199</b>
Average Annual Earnings – Female	\$30,930	\$31,897
Average Annual Earnings – Male	\$34,377	\$34,607
Graduate Satisfaction	73%	79%
Employer Satisfaction	92%	93%

a. As a percentage of graduates in the labour force.

### Graduate Outcomes for Program Cluster (as a percentage of all respondents)



### Top Five Industries of Employment

	#	%
Professional, Scientific and Technical Services	123	14.4%
Administrative and Support Services	54	6.3%
Clothing and Clothing Accessories Stores	52	6.1%
Food Services and Drinking Places	46	5.4%
Various* (each at this level of participation)	45	5.3%

\* Credit Intermediation and Related Activities; Motor Vehicle and Parts Dealers

### Top Five Occupational Categories

	#	%
Retail Salespersons and Sales Clerks	152	17.5%
Sales, Marketing and Advertising Managers	61	7.0%
Professional Occupations in Public Relations and Communications	57	6.6%
Retail Trade Managers	49	5.7%
Customer Service, Information and Related Clerks	45	5.2%

## Marketing/Retail Sales

## Summary of Graduate Outcomes by Program

	Full-time Employed, Program Related		Full-time Employed, Program Unrelated		Part-time Employed, Program Related		Part-time Employed, Program Unrelated		Unemployed		Not in Labour Force	
	#	%	#	%	#	%	#	%	#	%	#	%
Automotive Management – Bachelor Of Applied Business	22	91.7	1	4.2	–	–	–	–	1	4.2	–	–
Brand Management	3	30.0	2	20.0	1	10.0	–	–	1	10.0	3	30.0
Business – Marketing	154	30.7	93	18.6	11	2.2	34	6.8	44	8.8	165	32.9
Business – Sales	21	46.7	4	8.9	–	–	1	2.2	8	17.8	11	24.4
Business Administration – Automotive Marketing	23	50.0	8	17.4	2	4.3	–	–	7	15.2	6	13.0
Business Administration – Marketing	161	35.0	76	16.5	13	2.8	37	8.0	54	11.7	119	25.9
Contact Centre Operations	4	19.0	1	4.8	3	14.3	–	–	4	19.0	9	42.9
Fashion Merchandising – 2 Year	14	41.2	3	8.8	3	8.8	2	5.9	2	5.9	10	29.4
Fashion Merchandising – 3 Year	4	57.1	–	–	2	28.6	–	–	–	–	1	14.3
Marketing Management	71	49.3	27	18.8	3	2.1	4	2.8	28	19.4	11	7.6
Recreational Merchandising	5	55.6	–	–	2	22.2	–	–	–	–	2	22.2
Sports Marketing	28	40.6	19	27.5	1	1.4	5	7.2	13	18.8	3	4.3
Strategic Relationship Marketing	21	44.7	12	25.5	1	2.1	2	4.3	6	12.8	5	10.6
<b>All Programs in Cluster*</b>	<b>531</b>	<b>37.5</b>	<b>246</b>	<b>17.4</b>	<b>42</b>	<b>3.0</b>	<b>85</b>	<b>6.0</b>	<b>168</b>	<b>11.9</b>	<b>345</b>	<b>24.3</b>

\* Does not include 1 program with fewer than 5 graduates in the labour force.

## Earnings of Full-time Employed Participants

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Automotive Management – Bachelor Of Applied Business	–	\$39,414	–	\$40,000	\$39,101	\$40,000
Brand Management	–	–	–	–	\$44,423	\$38,000
Business – Marketing	\$28,260	\$35,351	\$27,453	\$33,000	\$32,647	\$30,000
Business – Sales	\$31,399	\$27,670	\$30,000	\$25,750	\$29,044	\$28,000
Business Administration – Automotive Marketing	–	\$39,642	–	\$35,500	\$37,870	\$35,000
Business Administration – Marketing	\$31,032	\$32,211	\$29,750	\$29,330	\$31,713	\$29,500
Contact Centre Operations	–	–	–	–	\$27,024	\$30,000
Fashion Merchandising – 2 Year	\$28,601	–	\$25,665	–	\$28,601	\$25,665
Fashion Merchandising – 3 Year	–	–	–	–	–	–
Marketing Management	\$35,451	\$33,619	\$35,000	\$33,000	\$34,466	\$33,486
Recreational Merchandising	–	–	–	–	\$30,621	\$31,286
Sports Marketing	\$34,613	\$34,454	\$35,000	\$31,000	\$34,583	\$35,000
Strategic Relationship Marketing	\$30,267	\$33,966	\$27,000	\$30,000	\$32,116	\$29,339
<b>All Programs in Cluster*</b>	<b>\$30,996</b>	<b>\$34,377</b>	<b>\$30,000</b>	<b>\$32,000</b>	<b>\$32,911</b>	<b>\$31,013</b>

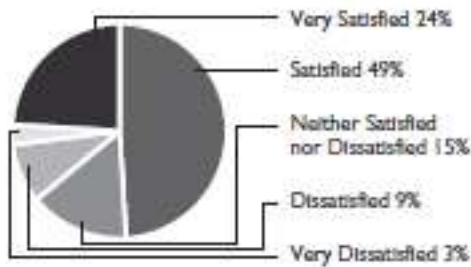
\* Does not include 1 program with fewer than 5 graduates in the labour force.

# Key Research Findings

## Marketing/Retail Sales

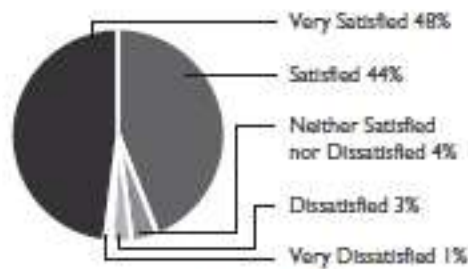
### Program Cluster Satisfaction

Graduate Satisfaction with the usefulness of his/her college education in achieving his/her goals after graduation:\*



\* 1,335 graduates participated in this question.

Employer Satisfaction with employee overall college preparation for the type of work he/she was doing:\*



\* 183 employers participated in this survey.

### Program Cluster Historical Data

	00-01 Grads	01-02 Grads	02-03 Grads	03-04 Grads	04-05 Grads	05-06 Grads	06-07 Grads	07-08 Grads	08-09 Grads	09-10 Grads
Percentage Employed	90.8%	89.5%	91.2%	88.1%	90.4%	91.3%	91.4%	90.3%	86.2%	84.3%
Percentage Employed Full-time	82.0%	79.9%	78.9%	78.9%	77.8%	81.3%	81.6%	81.8%	72.9%	72.4%
Percentage Employed Full-time Related Jobs	57.1%	54.6%	52.1%	52.7%	54.5%	57.8%	56.6%	58.7%	50.7%	49.4%
Average Annual Salary Full-time Related Jobs	\$29,373	\$29,726	\$30,909	\$29,461	\$31,844	\$32,907	\$33,090	\$34,312	\$34,057	\$34,825



# Key Research Findings

## Working in Canada<sup>13</sup>

### Sales, Marketing and Advertising Managers (NOC – 0611)

- Ontario Rating: **Not Available**

- **Employment Rating by Region:**

Location	Employment Potential
Hamilton--Niagara Peninsula Region	Fair
Kingston - Pembroke Region	N/A
Kitchener--Waterloo--Barrie Region	Fair
London Region	Fair
Muskoka-Kawartha Region	N/A
Northeast Region	N/A
Northwest Region	N/A
Ottawa Region	Fair
Stratford--Bruce Peninsula Region	N/A
Toronto Region	Fair
Windsor-Sarnia Region	N/A

- **Salary Average for Ontario:**

- Low: **\$19.23**
- Median: **\$36.06**
- High: **\$58.97**

## Working in Canada<sup>14</sup>

### Business Development Officers and Marketing Researchers and Consultants (NOC – 4163)

Ontario Rating: **Not Available** (Except for **“FAIR”** in **Toronto**)

- **Salary Average in Ontario:**

- Low: **\$15.20**
- Median: **\$30.00**
- High: **\$55.38**

<sup>13</sup> "Sales, Marketing and Advertising Managers (NOC 0611)." *Working in Canada*. N.p., n.d. Web. 22 June 2012. <[http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=0611&action=final@ionKeyword=Peterborough%2C+Ontario&s=2&source=1&titleKeyword=0611#report\\_tabs\\_container2](http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=0611&action=final@ionKeyword=Peterborough%2C+Ontario&s=2&source=1&titleKeyword=0611#report_tabs_container2)>.

<sup>14</sup> "Business Development Officers and Marketing Researchers and Consultants (NOC 4163)." *Working in Canada*. N.p., n.d. Web. 22 June 2012. <[http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=4163&action=final@ionKeyword=Peterborough%2C+Ontario&s=1&source=2&titleKeyword=4163#report\\_tabs\\_container2](http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=4163&action=final@ionKeyword=Peterborough%2C+Ontario&s=1&source=2&titleKeyword=4163#report_tabs_container2)>.

# Key Research Findings

## Competitive Analysis<sup>15</sup>

### • MODERATE

The following information consists of OCAS yearly fall application and registration data as well as a conversion ratio for each program under this category:

#### Diploma

- Out of the direct competitors, Georgian has a better conversion ratio **(4:1)** than the system **(5:1)**, and Seneca has the lowest ratio **(7:1)**
- Overall, Confederation had the highest ratio in 2011 **(3:1)**, and Centennial had the lowest ratio **(7:1)**

#### Advanced Diploma

- Fleming's ratio **(7:1)** was lower than the system's **(6:1)** in 2011
- Out of the direct competitors, Durham – **(3:1)** and Seneca – **(5:1)** both had a better ratio than the system
- Sheridan had the lowest ratio in 2011 **(14:1)**

#### Graduate Certificate

- Fanshawe and Humber had the highest ratio in 2011 **(5:1)**, and Centennial had the lowest ratio **(7:1)**, which is higher than the system (7:1), and George Brown had the lowest ratio **(15:1)**

<sup>15</sup> Application data obtained from OCAS College Count Cube October 19, 2011

Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011.

Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset

Prepared by Fleming Data Research (07-2012)

# Key Research Findings

## Diploma

Program: 52900 - BUSINESS - MARKETING															
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio
ALGONQUIN	746	198	4:1	841	204	4:1	831	219	4:1	784	208	4:1	765	218	4:1
CENTENNIAL	93	10	9:1	101	14	7:1	267	20	13:1	204	22	9:1	204	23	9:1
CONESTOGA	0			0			0			262			312		
CONFEDERATION	123	49	3:1	91	38	2:1	86	37	2:1	102	40	3:1	108	39	3:1
FANSHAWE	930	229	4:1	955	231	4:1	966	256	4:1	825	197	4:1	761	202	4:1
GEORGIAN	185	37	5:1	227	32	7:1	257	33	8:1	204	39	5:1	224	53	4:1
HUMBER	753	124	6:1	689	103	7:1	628	94	7:1	593	93	6:1	640	86	7:1
MOHAWK	562	119	5:1	552	96	6:1	498	97	5:1	433	87	5:1	487	112	4:1
NORTHERN	13	3	4:1	7			6			14	1	14:1	12		
SENECA	430	71	6:1	520	71	7:1	479	61	8:1	417	54	8:1	436	61	7:1
SHERIDAN	383	1	383:1	397	6	66:1	331			274			291		
ST. CLAIR	67			65			163	15	11:1	110	36	3:1	112	22	5:1
ST. LAWRENCE	34	3	11:1	52	2	26:1	95	25	4:1	95	20	5:1	85	19	4:1
Total	4319	844	5:1	4497	797	6:1	4607	857	5:1	4317	797	5:1	4437	835	5:1

## Advanced Diploma

Program: 62900 - BUSINESS ADMINISTRATION - MARKETING															
	App. 2007 Reg. 2007 Conversion Ratio			App. 2008 Reg. 2008 Conversion Ratio			App. 2009 Reg. 2009 Conversion Ratio			App. 2010 Reg. 2010 Conversion Ratio			App. 2011 Reg. 2011 Conversion Ratio		
CANADORE	71	5	14:1	82	6	14:1	73	5	15:1	57	6	10:1	37		
CENTENNIAL	267	30	9:1	373	27	14:1	182	14	13:1	195	18	11:1	177	16	11:1
CONESTOGA	644	95	7:1	638	87	7:1	527	64	8:1	325	52	6:1	315	39	8:1
DURHAM	1214	408	3:1	1215	382	3:1	997	343	3:1	783	304	3:1	823	291	3:1
FANSHAWE	88			48			0			0			0		
FLEMING	164	35	5:1	169	40	4:1	150	32	5:1	118	21	6:1	150	21	7:1
GEORGE BROWN	999	104	10:1	1016	117	9:1	1189	134	9:1	986	132	7:1	1145	135	8:1
GEORGIAN	189	30	6:1	118	29	4:1	124	38	3:1	106	23	5:1	93	14	7:1
LA CITÉ COLLÉGIAL	94	19	5:1	93	18	5:1	114	47	2:1	102	30	3:1	96	19	5:1
LAMBTON	86	20	4:1	68	11	6:1	58	12	5:1	59	11	5:1	61	14	4:1
SENECA	382	75	5:1	466	91	5:1	344	67	5:1	385	70	6:1	336	71	5:1
SHERIDAN	690			686	58	12:1	623	51	12:1	580	47	12:1	639	46	14:1
ST. CLAIR	43	1	43:1	48			143	24	6:1	127	32	4:1	100	37	3:1
ST. LAWRENCE	22	2	11:1	59	1	59:1	104	28	4:1	118	29	4:1	107	36	3:1
Total	4953	824	6:1	5079	867	6:1	4628	859	5:1	3941	775	5:1	4079	739	6:1



# Key Research Findings

## Graduate Certificate

Program: 72900 - MARKETING MANAGEMENT															
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio
CENTENNIAL	85	10	9:1	59	9	7:1	55	3	18:1	25	2	13:1	0		
FANSHAWE	82	14	6:1	76	16	5:1	93	23	4:1	79	20	4:1	84	17	5:1
GEORGE BROWN	118	11	11:1	107	4	27:1	74	5	15:1	82	9	9:1	117	8	15:1
HUMBER	199	29	7:1	182	58	3:1	221	53	4:1	236	46	5:1	248	50	5:1
SENECA	145	16	9:1	118	13	9:1	123	16	8:1	102	11	9:1	145	17	9:1
SHERIDAN	150	28	5:1	150	35	4:1	172	33	5:1	161	33	5:1	214	30	7:1
Total	779	108	7:1	692	135	5:1	738	133	6:1	685	121	6:1	808	122	7:1

## Financial Analysis

• **MODERATE**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 32.1%
- Program Weight: 1.00
- Funding Unit: 2.90

## Key Performance Indicators

• **MODERATE**

Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

KPI1-Graduation Rate	-7% below system
KPI2-Working	+1% above system
KPI3-Working Related	Even with system
KPI4-Grad. Satisfaction	+5% above system
KPI8-Student Satisfaction-Learning	+6% above system
KPI9-Student Satisfaction- Teachers	+7% above system
KPI11-Grad. Satisfaction-Program	+3% above system

## Resource Analysis

### Equipment

### Staffing

### Space

# Key Research Findings

## Appendix

**The following is the original environmental scan conducted by the Library Researchers to form the basis of the previous summary of Key Research Findings Report.**

**Business Administration – Marketing**  
Program Research

### **Overview of the Profession**

#### **NOC: 4163 Business Development Officers and marketing researchers and consultants**

Business development officers and marketing researchers and consultants conduct research, formulate policies and manage programs to stimulate industrial and commercial business investment or tourism in urban and rural areas, or to promote commercial or industrial products and services. They are employed by government departments, international organizations, marketing firms and business associations or may be self-employed.

#### **NOC: 0611 Advertising, Sales and Marketing Managers**

Marketing managers establish distribution networks for products and services, initiate market research studies and analyze their findings, assist in product development, direct and evaluate the marketing strategies of establishments.

#### **NOC: 0124 Advertising, Marketing and Public Relations Managers**

Advertising, marketing and public relations managers plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial and e-business advertising, marketing and public relations. They are employed by commercial and industrial establishments, government departments, and advertising, marketing and public relations firms or consulting businesses.

### **Common Job Titles**

Internet communications manager  
Web communications manager  
Web marketing manager  
advertising director  
advertising manager  
director, communications  
director, media relations  
director, public relations  
fundraising campaign manager  
manager, e-business  
marketing manager

# Key Research Findings

promotions manager  
 sales and marketing manager  
 market researcher  
 marketing analyst  
 marketing consultant – market research

## Typical Employers

wholesalers  
 advertising firms  
 marketing and public relations consulting firms  
 commercial establishments  
 financial services, insurance and investment firms  
 industrial establishments

## Labour Market

### HRDSC

#### Search Result : Sales, Marketing And Advertising Managers (061)

Skill Level:

Management Occupations

Occupations in this Group:

Sales, Marketing and Advertising Managers (0611)

Employment (non-student) in 2010:

117,045

Median Age of workers in 2010:

43.8 years old

Average Retirement Age in 2010:

59 years old

Over the 2008-2010 period, this occupation experienced a decrease in employment and its unemployment rate rose slightly. The average hourly wage increased at a rate lower than the rate for all occupations. According to key labour market indicators, the number of job seekers was sufficient to fill the job openings in this occupation.

Over the 2011-2020 period, an occupation will be in excess demand (a shortage of workers) if the projected number of job openings is significantly greater than the projected number of job seekers. An occupation will be in excess supply (a surplus of workers) if the projected number of job openings is smaller than the projected number of job seekers. For **Sales, Marketing And Advertising Managers**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **61,000** and **53,278** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

Given that labour supply and demand in this occupation were balanced, projections indicate that the number of job seekers will remain sufficient to fill job openings over the 2011-2020 period. The annual difference between supply and demand is very low, representing only 0.7% of employment in 2010. The retirement rate will be higher than the average for all occupations and the majority of job openings over

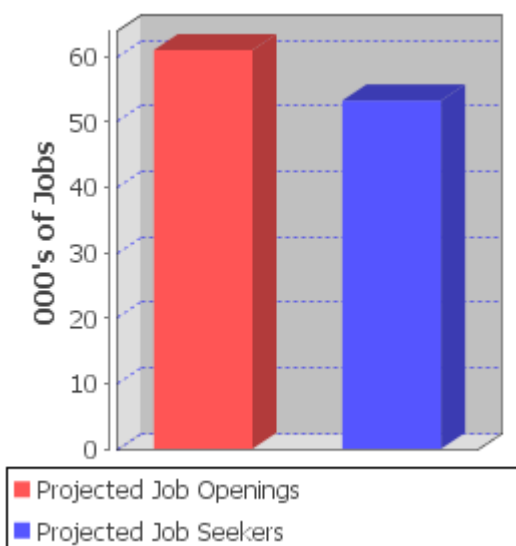
## Key Research Findings

the projection period will result from retirements. Although fewer job openings will arise from expansion demand, it is expected that expansion demand will be very solid. In fact, the employment growth rate will remain higher than the average growth rate for all employment and job creation will show a clear improvement over the job losses recorded over the 2001-2010 period. Employment in wholesale trade will be supported by increased growth in investments in machines and equipment and by further increases in consumer spending. With regard to labour supply, a large number of job seekers will be workers who have sales, advertising or marketing experience in other occupations, and who will subsequently be promoted to management positions. There will nevertheless be a large number of job seekers who come directly from the school system (mainly from university business programs or from an MBA program).

### Projection of Cumulative Job Openings and Job Seekers over the Period of 2011-2020

	Level	Share
<b>Expansion Demand:</b>	21,500	35%
<b>Retirements:</b>	32,534	53%
<b>Other Replacement Demand:</b>	4,243	7%
<b>Emigration:</b>	2,718	4%
<b>Projected Job Openings:</b>	61,000	100%

	Level	Share
<b>School Leavers:</b>	22,567	42%
<b>Immigration:</b>	10,974	21%
<b>Net Mobility</b>	9,160	17%
<b>Projected Job Seekers:</b>	53,278	100%



# Key Research Findings

US Bureau of Labour Statistics

## Occupational Outlook Handbook

<http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>

### Advertising, Promotions, and Marketing Managers



- 
- Summary



Advertising, promotions, and marketing managers work with art directors, sales agents, and financial staff members.

Quick Facts: Advertising, Promotions, and Marketing Ma

[2010 Median Pay](#)

[Entry-Level Education](#)

[Work Experience in a Related Occupation](#)

[On-the-job Training](#)

[Number of Jobs, 2010](#)

[Job Outlook, 2010-20](#)

# Key Research Findings

## Employment Change, 2010-20

29,400

### What Advertising, Promotions, and Marketing Managers Do

Advertising, promotions, and marketing managers plan programs to generate interest in a product or service. They work with art directors, sales agents, and financial staff members.

### Work Environment

Twenty-two percent of advertising and promotions managers worked for advertising agencies in May 2010. Thirteen percent of marketing managers worked for management of companies and enterprises.

### How to Become an Advertising, Promotions, or Marketing Manager

A bachelor's degree is required for most advertising, promotions, and marketing management positions. These managers typically have work experience in advertising, marketing, promotions, or sales.

### Pay

The median annual wage of advertising and promotions managers was \$83,890 in May 2010. The median annual wage of marketing managers was \$112,800 in May 2010.

### Job Outlook

Employment of advertising, promotions, and marketing managers is expected to grow 14 percent from 2010 to 2020, as fast as the average for all occupations. Advertising, promotions, and marketing will continue to be essential for organizations as they seek to maintain and expand their share of the market.

## **Educational Competitors & Training Facilities**

### Ontario Community Colleges Marketing Programs

## **Program Standard MTCU**

### **Business – Marketing Program Standard**

The approved program standard for all Business-Marketing programs of instruction leading to an Ontario College Diploma delivered by Ontario Colleges of Applied Arts and Technology (MTCU funding code 52900)

Ministry of Training, Colleges and Universities March 2005

# Key Research Findings

[© 2005, Ontario Ministry of Training, Colleges and Universities](#)

<http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/business/market4.html>

## Business Administration– Marketing Program Standard

The approved program standard for all Business Administration-Marketing programs of instruction leading to an Ontario College Advanced Diploma delivered by Ontario Colleges of Applied Arts and Technology (MTCU funding code 62900)

Ministry of Training, Colleges and Universities, March 2005

[© 2005, Ontario Ministry of Training, Colleges and Universities](#)

<http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/business/busmrk-e.html>

## Marketing Management Program Standard

The approved program standard for two-semester post-diploma Marketing Management Programs approved by the Ministry of Education and Training (MCU Code 72900) for delivery by Ontario Colleges of Applied Arts and Technology Ministry of Education and Training, June 1997

[© 1997, Ontario Ministry of Education and Training](#)

<http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/business/post-mkt.html>

## Community College / Institute Information

College

Program

M			
TC	W	Fu	De
U	eig	ndi	gr
Co	ht	ng	ee

# Key Research Findings

		de			
CENT	Marketing Management	72 90 0	1.0 0	1.0 0	1.0 0
DURH	International Sales And Marketing	72 90 0	1.0 0	1.0 0	1.0 0
FANS	Marketing Management	72 90 0	1.0 0	1.0 0	1.0 0
GRBR	Marketing Management - Financial Services	72 90 0	1.0 0	1.0 0	1.0 0
HUMB	Marketing Management	72 90 0	1.0 0	1.0 0	1.0 0
LOYT	Direct Marketing	72 90 0	1.0 0	1.0 0	1.0 0
SENE	Marketing Management	72 90 0	1.0 0	1.0 0	1.0 0
SHER	Marketing Management	72 90 0	1.0 0	1.0 0	1.0 0

ALG O	6290 0	Business Administration - Marketing	1.00	2.90	3.00
ALG O	6290 0	Business Administration - Marketing	1.00	2.90	3.00
BOR E	6290 0	Business Administration - Marketing	1.00	2.90	3.00
CAM B	6290 0	Business Administration - Marketing	1.00	2.90	3.00
CAM B	6290 0	Business Administration - Marketing	1.00	2.90	3.00
CAN A	6290 0	Business Administration - Marketing	1.00	2.90	3.00
CEN	6290	Business	1.00	2.90	3.00



## Key Research Findings

T	0	Administration - Marketing			
CONF	62900	Business Administration - Marketing	1.00	2.90	3.00
CONS	62900	Business Administration - Marketing	1.00	2.90	3.00
DURH	62900	Business Administration - Marketing	1.00	2.90	3.00
DURH	62900	Business Administration - Marketing	1.00	2.90	3.00
FANS	62900	Business Administration - Marketing	1.00	2.90	3.00
GEO R	62900	Business Administration - Marketing	1.00	2.90	3.00
GEO R	62900	Business Administration - Marketing	1.00	2.90	3.00
GRAN	62900	Business Administration - Marketing	1.00	2.90	3.00
GRBR	62900	Business Administration - Marketing	1.00	2.90	3.00
LACI	62900	Business Administration - Marketing	1.00	2.90	3.00
LAMB	62900	Business Administration - Marketing	1.00	2.90	3.00
NIAG	62900	Business Administration - Marketing	1.00	2.90	3.00
NORT	62900	Business Administration - Marketing	1.00	2.90	3.00
NORT	62900	Business Administration - Marketing	1.00	2.90	3.00
SENE	62900	Business Administration - Marketing	1.00	2.90	3.00

## Key Research Findings

SHE R	6290 0	Business Administration - Marketing	1.00	2.90	3.00
SLA W	6290 0	Business Administration - Marketing	1.00	2.90	3.00
SLA W	6290 0	Business Administration - Marketing	1.00	2.90	3.00
SSFL	6290 0	Business Administration - Marketing	1.00	2.90	3.00
STCL	6290 0	Business Administration - Marketing	1.00	2.90	3.00

### Industry Standards

This is a non-regulated profession

### Professional Associations

[Canadian Marketing Association](#)

[Canadian Society for Marketing Professional Services](#)

[Canadian Institute of Marketing](#)

[American Marketing Association](#)

[Association of Internet Marketing and Sales Canada](#)

## **Key Research Findings**

## Key Research Findings


### Employment Postings

**Job Number:** 6441021

**Title:** Market development manager ([NOC: 0611](#))

**Terms of Employment:** Permanent, Full Time, Shift, Day, Evening

**Salary:** \$24.95 Hourly for 40 hours per week, Bonus

**Anticipated Start Date:** As soon as possible

**Location:** Bewdley, Ontario (2 vacancies )

**Skill Requirements:**

**Education:** Completion of college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** 5 years or more

**Languages:** Read English

**Work Setting:** Retail / wholesale sales and services, Tourism services

**Staff Responsibility:** 1 - 20

**Area of Specialization:** Sales, Marketing, Public relations

**Specific Skills:** Plan, organize and direct daily operations, Establish and implement policies and procedures, Assign, co-ordinate and review projects and programs, Establish distribution networks for products and services, Plan and direct events for fund raising campaigns, Plan and direct advertising and marketing campaigns, Oversee the analysis of sales data and information, Oversee the preparation of

## Key Research Findings

reports, Prepare reports, Respond to customer complaints, Generate ideas for products / services development, Evaluate markets, Develop promotional materials, Deliver presentations on products / services, Conduct site visits, Negotiate large contracts, Maintain existing accounts and generate new accounts, Contact various businesses and organizations to recruit teams, Develop and execute internal communication plan, policies and procedures, Interact and communicate with corporate clients

**Ability to Supervise:** 10 people or less

**Other Languages:** Mandarin

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

**Employer:** Sunrise Tourist Trailer Park

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** careers@sunrisetourist.com

**Advertised until:** 2012/06/14

**Job Number:** 6447871

**Title:** Territory manager - sales (SALES REPRESENTATIVE-PETERBOROUGH & AREA) ([NOC: 0611](#))

**Terms of Employment:** Permanent, Full Time, Day

**Salary:** Based on commission, mileage or piece work, Commission, Other Benefits, Medical Benefits, Dental Benefits, Life Insurance Benefits, Vision Care Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Peterborough, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school, Completion of college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Not applicable

**Experience:** 1 year to less than 2 years

**Languages:** Speak English, Read English, Write English

**Work Setting:** Retail / wholesale sales and services

**Business Equipment and Computer Applications:** Windows, General office equipment, Electronic mail, Word processing software, Presentation software, Database software, Desktop publishing software

**Staff Responsibility:** Not required

# Key Research Findings

**Area of Specialization:** Sales

**Specific Skills:** Prepare reports, Advise senior management, Respond to customer complaints, Generate ideas for products / services development, Evaluate markets, Deliver presentations on products / services, Conduct site visits, Conduct sales blitzes, Participate in trade shows, Negotiate large contracts, Ability to make cold calls, Maintain existing accounts and generate new accounts, Interact and communicate with corporate clients

**Security and Safety:** Driver's validity licence check, Driving record check (abstract)

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Tight deadlines, Attention to detail

**Transportation/Travel Information:** Own transportation, Own vehicle, Willing to travel regularly, Valid driver's licence

**Work Location Information:** Various locations

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

**Other Information:** TERRITORY- PETERBOROUGH, CITY OF KAWARTHA LAKES, GEORGINA TOWNSHIP & SURROUNDING AREAS Please note the starting salary structure will be comprised of a base salary plus commission.

**Employer:** Flanagan Foodservice Inc.

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By Mail:**

100 Sasaga Drive  
Kitchener, Ontario  
N2C 2G7

**By Fax:** (519) 748-0302

**By E-mail:** [hr@flanagan.ca](mailto:hr@flanagan.ca)

**Online:** <http://www.flanagan.ca>

**Web Site:** <http://www.flanagan.ca>

**Advertised until:** 2012/06/08

**Job Number:** 6436304

**Title:** Account manager - sales (Outdoor Sales) ([NOC: 0611](#))

**Terms of Employment:** Permanent, Full Time, Day

# Key Research Findings

**Salary:** Based on commission, mileage or piece work, Commission, As per collective agreement

**Anticipated Start Date:** As soon as possible

**Location:** BELLEVILLE , Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Some college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** 1 year to less than 2 years

**Languages:** Speak English, Read English, Write English

**Work Setting:** Retail / wholesale sales and services, Travel wholesalers

**Business Equipment and Computer Applications:** Windows, General office equipment, Electronic mail, Word processing software, Spreadsheet software

**Staff Responsibility:** Not required

**Area of Specialization:** Sales, Marketing

**Specific Skills:** Plan, organize and direct daily operations, Respond to customer complaints

**Additional Skills:** Plan and control budget and expenditures

**Security and Safety:** Basic security clearance, Driver's validity licence check, Driving record check (abstract)

**Own Tools/Equipment:** Computer, Internet access, Cellular phone

**Work Samples:** Example of completed work

**Work Conditions and Physical Capabilities:** Fast-paced environment

**Transportation/Travel Information:** Own transportation, Own vehicle, Willing to travel, Valid driver's licence

**Work Location Information:** Various locations

**Ability to Supervise:** 1 to 2 people

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Computer use

**Employer:** CanAm Global Links Inc.

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

# Key Research Findings

**By E-mail:** [canam@canamgloballinks.com](mailto:canam@canamgloballinks.com)

**Web Site:** <https://www.canamgloballinks.com>

**Advertised until:** 2012/06/01

**Job Number:** 6457126

**Title:** Manager, e-business ([NOC: 0611](#))

**Terms of Employment:** Permanent, Full Time

**Salary:** \$35,000.00 to \$55,000.00 Yearly for 40 hours per week, Bonus

**Anticipated Start Date:** As soon as possible

**Location:** York-Weston / Dufferin-St.Clair, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of university

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** 3 years to less than 5 years

**Languages:** Speak English, Read English, Write English

**Work Setting:** Retail / wholesale sales and services

**Staff Responsibility:** 1 - 20

**Area of Specialization:** Sales, Marketing, Advertising, E-commerce

**Specific Skills:** Plan, direct and monitor activities of sales department, Establish distribution networks for products and services, Plan and direct advertising and marketing campaigns, Oversee the analysis of sales data and information, Evaluate markets

**Other Languages:** Mandarin

**Essential Skills:** Reading text, Numeracy, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Finding information, Computer use, Continuous learning

**Employer:** G.H. Johnson's Trading Company Limited

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** [info@ghjohnsontrading.ca](mailto:info@ghjohnsontrading.ca)

**Advertised until:** 2012/06/14



# Key Research Findings

**Job Number:** 6468877

**Title:** Sales and marketing manager (Student services manager) ([NOC: 0611](#))

**Terms of Employment:** Permanent, Full Time, Weekend, Day

**Salary:** \$76,000.00 Yearly for 40 hours per week, As per collective agreement

**Anticipated Start Date:** As soon as possible

**Location:** Toronto North, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of university

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** 1 year to less than 2 years

**Languages:** Speak English, Read English, Write English

**Work Setting:** Educational services

**Staff Responsibility:** 1 - 20

**Area of Specialization:** Sales, Marketing, Advertising, Public relations, Market research

**Specific Skills:** Plan, organize and direct daily operations, Assign, co-ordinate and review projects and programs, Plan and direct advertising and marketing campaigns, Plan and direct market research studies, Oversee the analysis of sales data and information, Prepare reports, Advise senior management, Respond to customer complaints, Generate ideas for products / services development, Evaluate markets, Develop promotional materials, Conduct site visits, Participate in trade shows, Maintain existing accounts and generate new accounts

**Work Conditions and Physical Capabilities:** Tight deadlines, Attention to detail

**Ability to Supervise:** 1 to 2 people

**Other Languages:** Korean

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Finding information, Computer use

**Employer:** Northern Lights Training College

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** [info@northernlightscollege.ca](mailto:info@northernlightscollege.ca)

**Advertised until:** 2012/06/20

# Key Research Findings

**Job Number:** 6467103

**Title:** Promotions manager (Entry-Level) ([NOC: 0611](#))

**Terms of Employment:** Permanent, Full Time, Weekend, Day

**Salary:** \$28,500.00 to \$39,000.00 Yearly for 40 hours per week, Bonus

**Anticipated Start Date:** As soon as possible

**Location:** Scarborough, Ontario (5 vacancies )

**Skill Requirements:**

**Education:** Completion of high school

**Credentials (certificates, licences, memberships, courses, etc.):** Not applicable

**Experience:** No experience

**Languages:** Speak English, Read English, Write English

**Staff Responsibility:** 1 - 20

**Area of Specialization:** Sales, Advertising, Public relations, Management, Community campaign

**Specific Skills:** Plan, organize and direct daily operations, Plan, develop and implement communications strategies, Plan, direct and monitor activities of sales department, Prepare reports, Respond to customer complaints, Evaluate markets, Deliver presentations on products / services, Interact and communicate with corporate clients

**Additional Skills:** Train staff

**Own Tools/Equipment:** Cellular phone

**Work Conditions and Physical Capabilities:** Fast-paced environment, Attention to detail

**Transportation/Travel Information:** Own transportation, Valid driver's licence

**Work Location Information:** Various locations

**Ability to Supervise:** 4 people or less

**Essential Skills:** Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Finding information

**Employer:** Imminent Concepts Unlimited Inc

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** [careers@imminentconcepts.com](mailto:careers@imminentconcepts.com)

**Advertised until:** 2012/06/17