EMPLOYER FACT SHEET FOR CO-OP MARKETING MANAGEMENT

Program Overview

Students majoring in Marketing Management learn how to interpret and respond to customer needs better than the competition by analyzing consumer trends, competitive activity and other external factors. They learn to use this information to develop strategic plans that determine the products and services the organization will offer, and how they will be priced, made available and promoted to customers.

Students find employment opportunities in brand management, nonprofit marketing, consulting and media management in all major employment sectors.

Learn more about the Marketing Management program: http://www.ryerson.ca/tegrogersschool/bm/students/majors-programs/marketing-management.html

Benefits of Hiring a Co-op Student

- Help full-time employees during peak workload times
- Fill in for full-time employees during vacation periods, maternity leaves, seasonal workload peaks, and absences
- Fill knowledge & skill gaps
- A fresh perspective
- A cost-effective human resource
- Build your brand
- Recruit potential future full-time employees before they graduate
- Claim the Ontario Co-operative Education Tax Credit (CETC); up to $3,000 per student, per work term

Co-op Tax Credit

Employers who hire co-op students are eligible to receive up to $3,000 per student, per 4 month work term in a government-subsidized Co-operative Education Tax Credit.

More information on Co-op Tax Credit: http://www.fin.gov.on.ca/en/credit/cetc/

Work Term Schedule

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<th>Year 1</th>
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<th>Winter: 2nd Semester</th>
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<td>Year 2</td>
<td>3rd Semester</td>
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<td>Year 3</td>
<td>5th Semester</td>
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<td>Work Term 1</td>
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<td>Year 4</td>
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<td>Year 5</td>
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Employer Responsibilities

Co-op employers are expected to:

- Provide safe working conditions
- Provide supervision and training
- Ensure jobs and work places are in compliance with government statutes and legislation
- Assume responsibility for the co-op student as one would for a full-time employee
- Where possible accommodate a site visit or call from Ryerson Co-op staff
- Complete an evaluation of the student’s performance
- Consult with the Ryerson Co-op Office on any employment concerns with the student

Courses Completed Prior to First Work Term

- Business Information Systems I
- Business Law
- Business Statistics I & II
- Human Resources Management
- Innovations in Marketing
- Integrated Case Analysis
- Intro to Professional Communication
- Introduction to Global Management
- Introductory Financial Accounting
- Introductory Macroeconomics
- Introductory Management Accounting
- Introductory Microeconomics
- Managerial Finance I & II
- Marketing Metrics and Analysis
- Marketing Research
- Operations Management
- Principles of Marketing
- Strategies for Success
- Understanding Consumers and the New Media


Job Requirements

A co-op work term normally consists of:

- 16 weeks (4 months)
- Full-time (35 - 40 hours per week)
- Paid work experience
- Related to a student’s area of study

Students complete 3 - 4 work terms to fulfill their co-op requirements.

Other Information

Recruitment Dates
[http://ryerson.ca/co-op/employers/recruitmentdates.html](http://ryerson.ca/co-op/employers/recruitmentdates.html)

Salaries / Wages
[http://ryerson.ca/co-op/employers/salarieswages.html](http://ryerson.ca/co-op/employers/salarieswages.html)

Contact us

Office of Co-operative Education

Call: 416 979 5068
Fax: 416 979 5069
Email: ryecoop@ryerson.ca

Location:
101 Gerrard Street East, Toronto, ON M5B 1G8

[http://ryerson.ca/co-op/](http://ryerson.ca/co-op/)

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Co-op Hiring Process

1. Employers provide a job description 4 months prior to work term
2. Students apply to posted positions by deadline date
3. Employers review and screen applications
4. Employers interview their chosen applicants
5. Employers extend offers to students