

# All About Co-op

## For Ted Rogers Students

### Your Guide to the Marketing Co-op Program

#### For the 2024-2025 Academic Year

Published January 2024

The Ted Rogers School of Management (TRSM) offers you one of the largest business Co-op programs in all of Canada, with over 2,500 students participating across 12 program streams. With high employment rates, strong relationships with hiring managers, and an industry-leading Co-op Prep Program, the Ted Rogers Co-op program will set you up for success.

The Marketing Management (MKT) Co-op program is the second largest Co-op program at the Ted Rogers School of Management and has been steadily growing since its inception in 2017.

As an MKT Co-op student, you have the opportunity to complete up to four Work Terms, representing 16 months of work experience. The employment market is strong for students in the MKT major, particularly in the Fall semester. The average employment rate for MKT students in 2022-2023 was 96%.

You will prepare yourself for 1st Work Term by completing the mandatory Co-op Prep Program, in addition to technical Bootcamps.

You can sign up for the Co-op Interest Form [here!](#)

#### MKT Highlights: 2022-2023



**383**

MKT Co-op Students



**25.4%**

% MKT Students  
Participate in Co-op



**96%**

Employment Rate



**\$46,000**

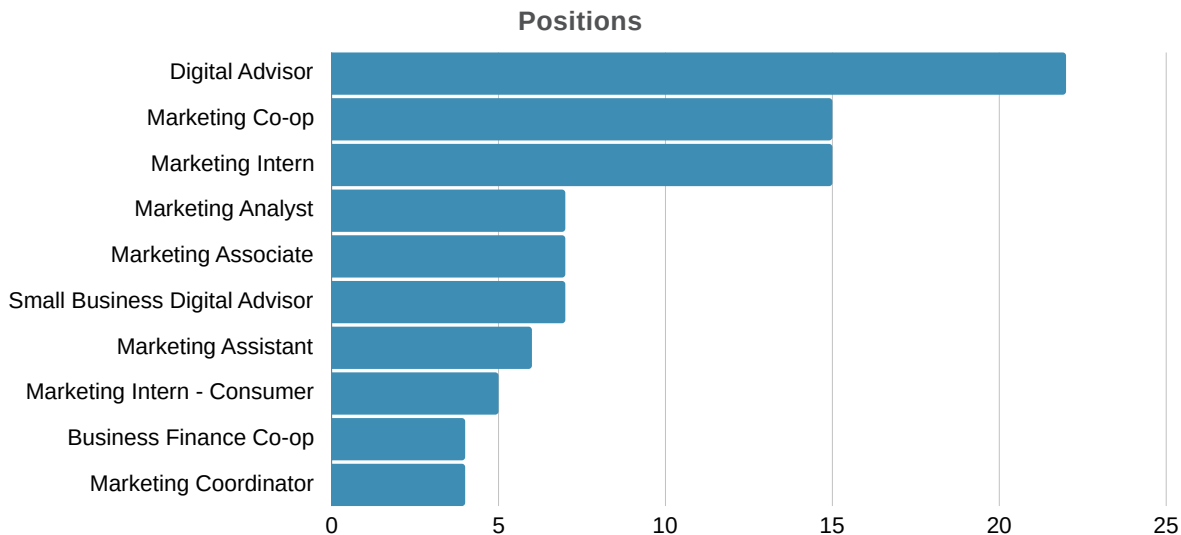
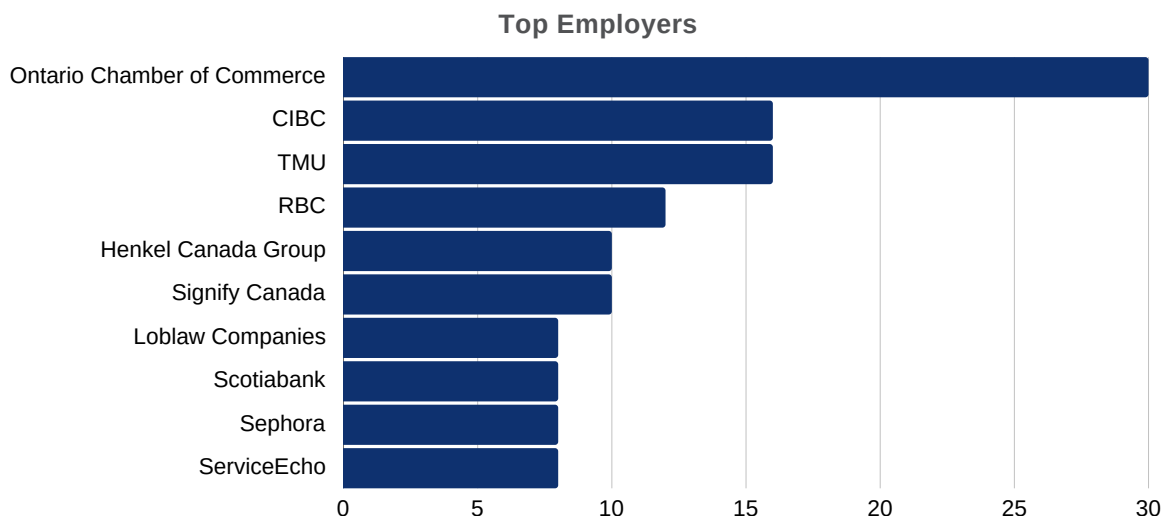
Average Earnings  
Over Four Work  
Terms

#### Top Co-op Employers for MKT



## Top Employers and Position Titles

For the academic year of May 1, 2022-April 30, 2023, the top employers and the most common position titles for students in the Marketing Management major were:



## Full-Time Positions for MKT Graduates

Highlighted below are some of the full-time positions that our 2022 Marketing graduates secure including a few of the top employers.

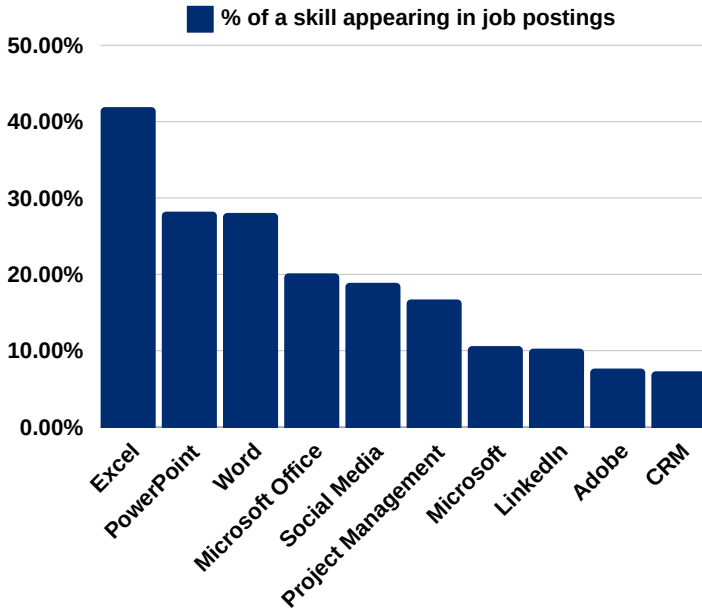
- User Experience Designer
- Junior Data & Analytics Strategist
- Workforce Planning Assistant
- Marketing Coordinator
- Supply Chain Account Manager
- Associate Digital Marketing Consultant
- Business Processing Associate
- Regional Support Compliance Officer
- Contract Coordinator - Casino Gaming



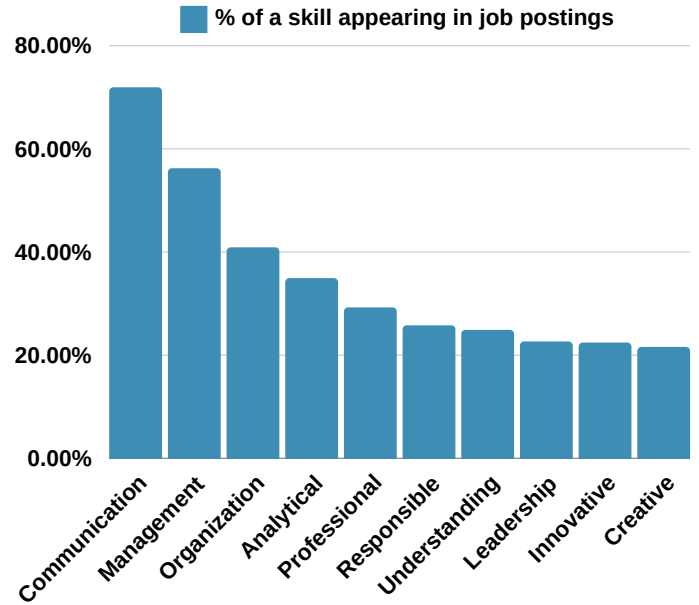
# Top Skills Employers Are Seeking

Based on 3,945 job descriptions tagged to students in the Marketing Management program (all posted in our jobs portal), for the period 2022-2023, the following skills are most often listed in the job requirements section.

**Top 10 Technical Skills for MKT**

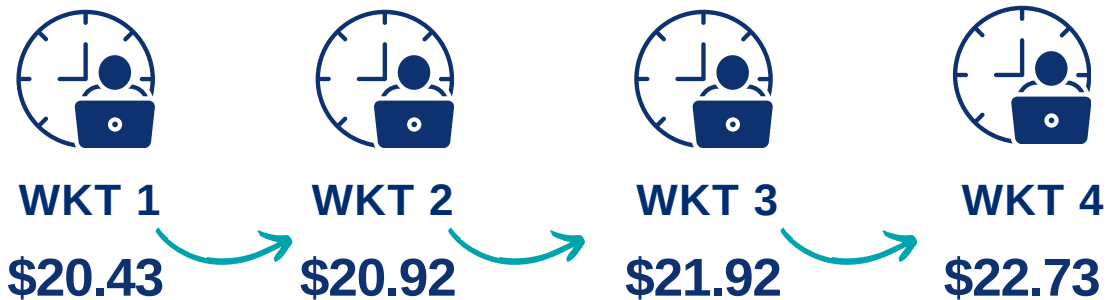


**Top 10 Professional Skills for MKT**



# Average Hourly Wage

As one would expect, your pay rate will increase from Work Term to Work Term. Employers value experience and this is reflected in a 11.2% increase in pay from 1st to 4th Work Term.



# Co-op Students Earn \$46,000

The Ted Rogers Co-op program is providing you an opportunity to earn money while you complete your studies. Earning money while on Work Term allows you to graduate debt-free.

Since 2017, MKT students have earned over \$18M as a whole - on average, each student is earning \$46K across all four Work Terms.

## Bootcamps Provide You a Competitive Advantage

BCH offers students at the Ted Rogers School of Management with **exclusive access** to over 26 technical Bootcamps, all of which are highly endorsed by our employer partners.

Students who take advantage of these programs (by earning badges and certifications) make themselves far more competitive in the workplace.

In 2022-2023 alone, we processed 1,601 Bootcamp registrations for Co-op students in the MKT stream.

The most popular Bootcamps for MKT students were Excel (required), Python, and Tableau.



## We Offer A Leading-Edge Co-op Prep Program

We have invested heavily in the development of an industry-endorsed Co-op Prep Program designed to prepare you to be successful on your 1st Work Term and beyond.

You will participate in:

Co-op Symposium

Excel Bootcamps

Live Actor Simulations

Lumina Assesments

Peer Mentoring

1:1 Coaching

All elements of the Co-op Prep Program must be completed before your 1st scheduled Work Term.

## Do You Qualify for Co-op?

- Do you have a CGPA 2.8 or higher?
- Are you in 2nd year and plan to submit your application by June 1st?
- Have you completed all of your core courses or are on track to complete them before your 1st work term?

In addition to meeting the above criteria, the Selection Committee will assess your previous work and volunteer experience, extracurricular activity, and student engagement.

The process to get into the Ted Rogers Co-op program is competitive, so your application (which consists of a resume, and a cover letter) should be carefully crafted.

We encourage MKT students to engage in BCH programming including Bootcamps, Career Prep Programs, employer events, and Co-op info sessions, before applying to the program.

## The MKT Work Term Sequence

MKT students have the opportunity to complete four Work Terms, spread out over two years. Your first two Work Terms are back-to-back in Winter/Summer.

	Fall	Winter	Summer
Year 1	1st Semester	2nd Semester	-
Year 2	3rd Semester	4th Semester	Apply for Co-op
Year 3	5th Semester	Work Term I	Work Term II
Year 4	6th Semester	Work Term III	Work Term IV
Year 5	7th Semester	8th Semester	-

## The Co-op Program Fee is an Investment

For students in the Ted Rogers Co-op program, an additional fee is added to your tuition fee.

This fee relates to the cost associated with the administration of the Co-op program and is calculated in accordance with the Ministry of Advanced Education and Skills Development and Toronto Metropolitan University policies.

The fee for participating in the Co-op program is \$3,500. This fee is paid in installments of \$750, over a two year period. View the Co-op fee schedule [here](#).

## Meet a MKT Co-op Student



Data Analyst - TMU Fit For Business

**KYLE LINGUM**



What helped me to achieve an outstanding rating on my Work Term was my successful remodeling of FFB360, which is our student engagement dashboard, using Tableau. This was a significant project that I had taken on during my Co-op term, and I was able to complete it within two months.

I had to learn Tableau on the job, and I was able to apply this knowledge to improve our student engagement data visualization. Additionally, I think my willingness to take on new challenges and work collaboratively with my team also contributed to my rating.

# Want to Learn More for Free?



## Hub Insights

These engaging student reports share employment data and information on positions that Ted Rogers students secure like Business Analyst, Project Coordinator, Junior Accountant, and Marketing/Social Media Coordinator.



### What Can I Do With a MKT Major

Learn more about the TRSM majors and employment opportunities through [Hub Insights reports](#).

### TED ROGERS CO-OP

### Co-op Application Guide

Still have questions about your Co-op application? The [Co-op Application Guide](#) highlights key aspects and includes useful resources.



### Resume & Cover Letter Builder

This [Resume & Cover Letter builder](#) highlights best practices for creating a strong resume and cover letter.

## Visit the Business Career Hub

### Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming events.

### Bootcamps & Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through Bootcamps. [Click here to register for current Bootcamps](#).

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



### Staff Contributor Charmaine Kwong

Charmaine is a Co-op Coordinator who is a big believer in growth mindset. Her background in teaching and employment counseling allows her to build meaningful relationships with students and guide them as they #staygritty and #staycurious while navigating through their Co-op journeys.



### Student Contributor Muneera Ali

Muneera is a 3rd-year Business Technology Management student working as a Project Coordinator at the Business Career Hub. She is interested in self-development, gaining meaningful experiences, and strives to pursue a career in the ever expanding field of Information Technology.