

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

The Role of a Marketing Analyst^{1,6}

Marketing Analysts are involved in minimizing the risks associated with a marketing strategy or project. In this regard, these professionals keep track of campaigns, segment consumer bases, detect market trends, and stay updated on competitors.

Marketing Analysts have one of the most demanding jobs in the marketing field. These specialists thoroughly study any important information that may assist the organization in making educated decisions about market tactics, determining which products should be offered and in what method.

Responsibilities of a Marketing Analyst²



- Gather information about the competitors' marketing strategies, pricing, and product/service distribution.
- Compile and analyze data on market conditions and customer demographics.
- Research customers' opinions, buying habits, preferences, wants, and needs



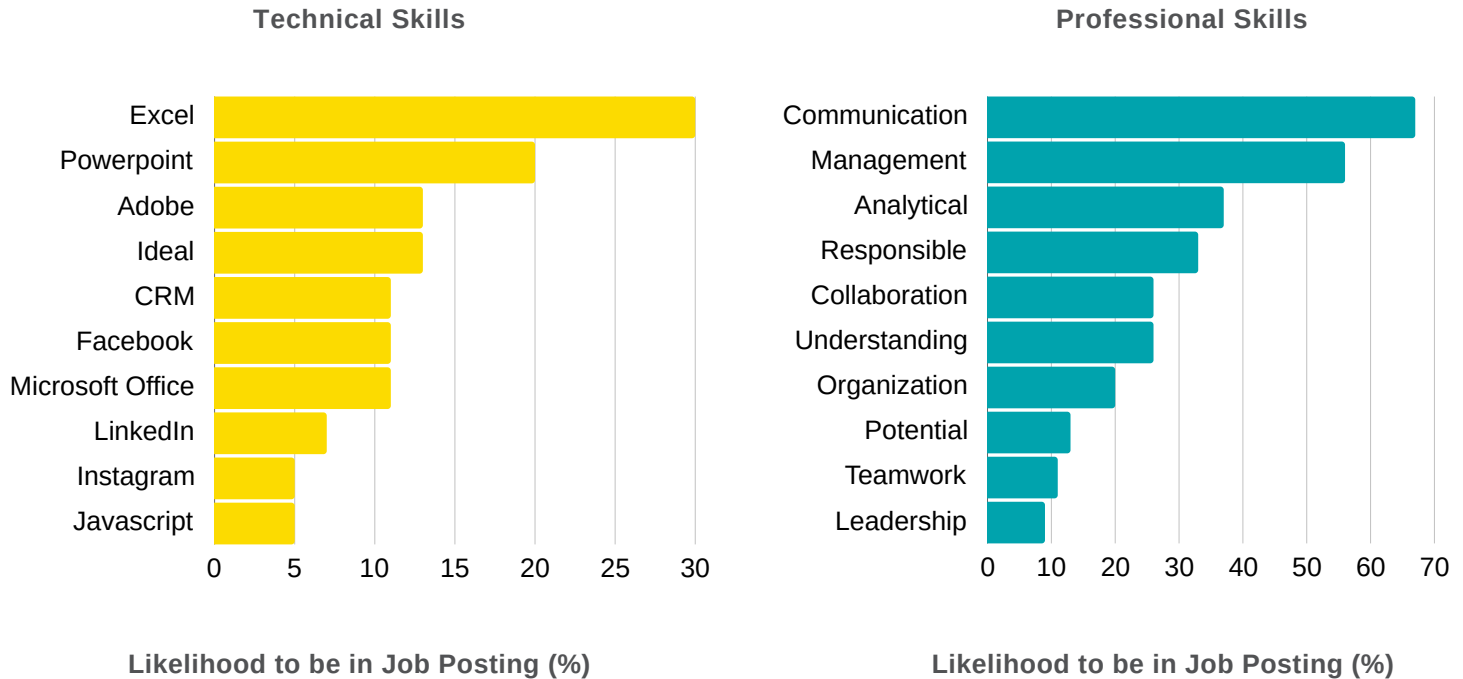
- Create and assess data collection methods such as surveys, interviews, questionnaires, and opinion polls.
- Create techniques and measurements to evaluate the efficacy of current marketing, advertising, and communications activities.
- Monitor and forecast marketing/sales trends, emphasizing new initiatives and promotion opportunities.



- Convert complex data findings into text, tables, graphs, and/or data visualizations that are simple to understand.
- Collaborate with internal departments to provide clients and management with concise reports.
- Collaborate with pollsters, statisticians, data scientists, and other marketing experts.

Key Skills

Based on 53 postings for a 'Marketing Analyst/Researcher' in BCH's job portal, from Fall 2017 to Winter 2022, we have been able to identify the top 10 technical and professional skills employers want in a prospective employee.



Let's Talk About Money ³

	Wages (\$/hour)		
	Low	Median	High
Canada	\$22.44	\$34.62	\$59.50

Source: Government of Canada

Certifications Offer a Way to Develop your Marketing Skills

According to O*NET OnLine, About 57% of Marketing Research Analysts have a Bachelor's Degree and 39% have a Master's Degree. The top Market Research Analyst Certifications include the following: ^{4,5}

- Professional Certified Marketer (PCM)
- Chartered Financial Analyst (CFA)
- Google Data Analytics Professional Certificate
- SAS Certified Base Programmer for SAS 9 (CBP)
- [Professional Researcher Certification \(PRC\)](#)
- Certified Business Intelligence Professional (CBIP)
- Project Management Professional (PMP)

Bootcamps can also help you advance in the disciplines of marketing research and analytics while also allowing you to adapt to shifting technological and market factors. Ted Rogers Bootcamps provide free bootcamps as they relate to employers expectations in hiring junior marketing staff.



Marketing Badge



By completing all four of the Marketing Bootcamps (Branding, Graphic/Visual Design, SEO & Analytics, and Social Media), you will understand the branding process from strategy to development, how to use Adobe Creative Cloud software, SEO Principles and tools, learn about engagement algorithms, rich media and much more. [Click here to sign up](#)

Major Employers in the GTA ⁶

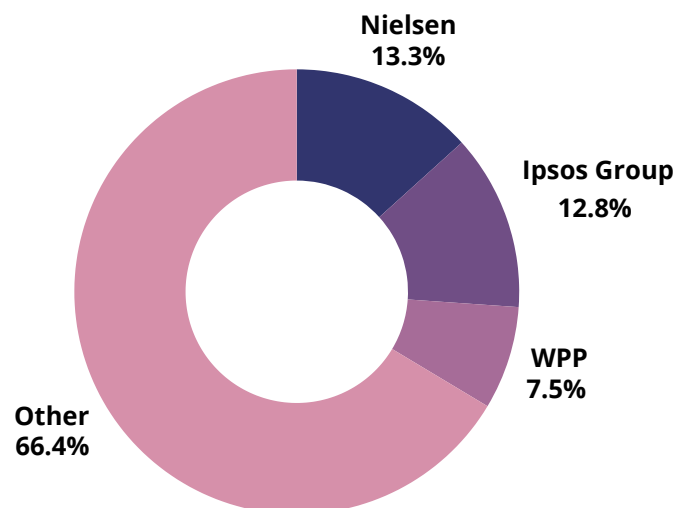
According to LinkedIn Talent Insights, the following Toronto-based companies employ talent in this field:



The main industries employing this talent are Market Research, Banking, Marketing & Advertising, Information Technology & Services, and Capital Markets.

The Major Players in Canada

According to IBIS World, the major Canadian companies involved in Market Research are Nielsen, Ipsos Group, and WPP.



Source: IBISWorld

Nielsen

With locations in more than 100 countries, Nielsen Holdings NV (Nielsen) is one of the largest global market research companies. Nielsen specializes in two different forms of consumer monitoring, which include analyzing purchases of consumer goods and measuring media performances, including box office receipts, TV ratings, and radio and internet usage



Ipsos Group

Ipsos Group SA (Ipsos) is a French advertising, consulting, and market research company that operates in the Market Research industry in Canada through a variety of service lines. Ipsos typically invests in research and development to produce cost-effective research solutions, including the use of technologies such as multimedia, internet and social media, to help improve the quality of services and reduce the number of survey staff needed.



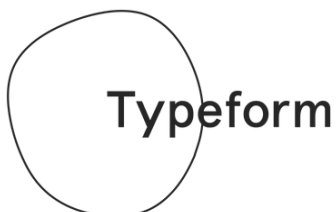
WPP

WPP PLC (WPP) is a multinational advertising and public relations company that primarily operates in the advertising sector, but has increasingly moved into other media and information industries to provide vertically integrated services to clients. WPP continues to increase its service offerings and operations by entering new markets through partnerships and creating new products and services in addition to the company's core functions as an audience measurement provider.



Software to Familiarize yourself with:

Alchemer





Visit the Business Career Hub

Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' for a list of upcoming [events](#).

Bootcamps/Prep Programs

Digital Communication -
Linkedin - Elevator Pitch -
Personal Branding - Emotional Intelligence - Having Courageous Conversations -
Microsoft Excel - Tableau -
PowerBI - Ace This Case
[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.



Career Consultant Contributor Paige Fong

Paige is Career Consultant and TRSM Alumni, with talent acquisition experience in the public sector and non-profits. She is passionate about career development, building meaningful relationships, and empowering others to apply their strengths.



Student Contributor Nadeem Sweiss

Nadeem is a 3rd-year Marketing Co-op student, currently working as a Project Coordinator at the BCH. He is passionately interested in the business world exploring finance, consumer behaviors and research & innovations.

Data Sources

1. <https://neuvoo.ca/neuvooPedia/en/marketing-analyst/#~:text=Marketing%20Analysts%20focus%20on%20reducing,market%20trends%20and%20monitor%20competitors>.
2. <https://www.mastersindatascience.org/careers/marketing-analyst/>
3. <https://www.jobbank.gc.ca/marketreport/wages-occupation/3869/ca>
4. <https://www.onetonline.org/link/details/13-1161.00#Education>
5. <https://www.zippia.com/market-research-analyst-jobs/certifications/>
6. <https://my-ibisworld-com.ezproxy.lib.ryerson.ca/ca/en/industry/54191ca/industry-at-a-glance>