

ANALYZING A NEW BUSINESS MODEL

INDUSTRY TRENDS INTERPRETED AT CENTENNIAL

Centennial College's new Marketing/Research and Analytics certificate program prepares graduates with the skills needed to analyze and interpret industry trends and client behaviour. The program is one year (two semesters) in duration and employment prospects are good in the GTA. Centennial has collaborated with industry leader SAS to offer the program, tailored for college and university graduates looking for a unique specialty.

"We started doing this three years ago, looking at what the industry needed, what kind of jobs were out there and what kind of skills were needed in today's marketplace," explains Victor Sousa, professor and co-ordinator of operations management.

Over the past five years, organizations have been under tremendous competitive pressures, resulting in the need to take a different look at the business model. Using all the data that's out there, both externally and within the organization, is becoming critical as a competitive tool.

"Analytics is an area which is booming in the industry today, and the reason is that companies are looking



CENTENNIAL COLLEGE PHOTO

for faster and more effective ways of making decisions. The problem is that they don't have the information at their fingertips. They have plenty of data with today's technology, but they need to translate that into information that allows them to make decisions quickly, not taking months, but very fast and ef-

fective decisions," says Sousa.

Responding to market demand, Centennial College's program advisory committee recognized the need for a program specifically designed to address those students looking for a career in the fast-growing world of business analytics.

HANDS-ON LEARNING

Program graduates can work as:

- Marketing Research Analysts;
- Web Marketing Analysts; CRM Analysts; Direct Response Analysts; Online Marketing Analysts; Data and Analytics Specialists; Loyalty Program Analysts; Sales Data Analysts; Marketing Strategy Analysts.

Program benefits include:

- Taught by professors with extensive experience in marketing research.
- Hands-on focus in areas like questionnaire design, data manipulation, quality control and development of programs.
- Strong focus on the use of applied marketing research and analytics.
- Hands-on training in SAS Enterprise Guide and Enterprise Miner.

Cameron Dow, SAS vice-president of marketing says, "SAS has clients coming to us continually looking for more analytic talent and I think that Centennial is showing a lot of leadership in putting together a very specific program that will equip students to fulfil that need."

SHARING INFORMATION

ONTARIO COLLEGES ADDRESS SKILLS IN COMMUNICATION

Seneca College offers an Occupation-Specific Language Training (OSLT) program for business entrepreneurship, sales and marketing. OSLT helps newcomers to Canada to learn language and socio-cultural communication requirements at an intermediate English level.

Seneca student Lena Borisov says, "As a newcomer I have a kind of lack of self-confidence and this course really helped me to gain this self-confidence in the North American market of jobs, especially when it comes to entrepreneurship and marketing and sales. As my current job is related to marketing, it was very useful for me."

The course addresses the language and communication skills needed to find and share information with others. Students are taught to communicate using technology such as the telephone and email, and to manage interactions with colleagues, clients and business associates. Sector background knowledge and culture relevant to the workplace context in Ontario are addressed in communication practice tasks.

"We had different subjects; meeting setups, phone calls, emails, everything," says Borisov, who is



Lena Borisov

DUNCAN MCALLISTER PHOTO

MANY OPTIONS

Occupation-Specific Language Training Courses are available for the following sectors:

- Business; Health Sciences; Human Services; Technology; and Skilled Trades.

originally from Uzbekistan. "It's very useful. First of all, this course helps you to adjust yourself to the North American market. Because we came from different cultures, we have no idea what it's like — elementary behaviour with your boss within the company, with Canadians — because it's all different and so you should know how to behave, how to react, very simple things like that we learned."

For more, see co-oslt.org.

Occupation-Specific Language Training

WORKPLACE COMMUNICATION SKILLS FOR NEWCOMERS* WITH TRAINING OR EXPERIENCE IN:

- AUTOMOTIVE
- BUSINESS
- CONSTRUCTION
- EARLY CHILDHOOD EDUCATION
- HEALTH SCIENCES
- TECHNOLOGY

NO FEE!

PRACTICAL COURSES:

- Understand Canadian workplace culture
- Improve speaking, listening & pronunciation
- Learn to network

STARTS:

Fall 2011, Winter 2012

PHONE: 1-877-572-OSLT (6758)

EMAIL: gtacolleges@co-oslt.org

WEBSITE: www.co-oslt.org

Courses are available at one or more of these GTA colleges.

* Candidates are permanent residents or protected persons who have intermediate-level English (CLB 6 or 7)