



CONESTOGA
CO-OPERATIVE EDUCATION

HIGHER TALENT. HIRE CONESTOGA.

Business Administration - Marketing

This three-year co-op program provides students with a broad base of practical marketing and business-related courses. The program prepares students for work in marketing, retailing, small business, advertising, professional selling, and general business administration positions in a wide variety of high technology, industrial, commercial, retail and service organizations. Students are advised not to apply for 100% commission or direct to-home selling positions.

CEWIL Accreditation

This program is accredited by Co-operative Education and Work-Integrated Learning (CEWIL) Canada, and demonstrates Conestoga's commitment to quality co-op programming.



Co-op Work Study Sequence

Conestoga College facilitates recruitment on an ongoing basis - there are no hard deadlines. Typical time frames for work terms are listed below.

	Fall (Sept. - Dec.)	Winter (Jan. - Apr.)	Spring (May - Aug.)
Year 1	Classes	Classes	Classes
Year 2	Classes	Work Term 1	Work Term 2
Year 3	Classes	Classes	

Postings are accepted beginning four months before the start of a term until all students have secured employment provided the minimum twelve consecutive weeks of full-time work is met.

Work Term Capabilities

Work Terms 1 & 2

- Apply strategic thinking skills, excellent written and verbal proficiency with the ability to analyze and forecast
- Provide marketing assistance in industrial, consumer or retail organizations
- Demonstrate knowledge of inside sales or retail sales techniques
- Apply computer skills in Photoshop and InDesign as well as but not limited to Microsoft Word, Excel, PowerPoint, Prezi and Google Docs
- Assist in the development of a marketing plan for a variety of industry types
- Write an Advertising or Direct Marketing plan determining target audience, product concept, media and message strategies
- Write draft copy for print and radio ads
- Design print ads and collateral material using Photoshop and InDesign
- Conduct thorough secondary research
- Perform basic database operations using Salesforce.com
- Develop and publish content for social media channels

Sample Job Titles

- Marketing Coordinator
- Events Assistant
- Advertising Coordinator
- Sales Representative
- Customer Service/Inside Sales
- Client Services Administrator
- Direct Marketing Assistant

Employer Benefits

The benefits of hiring Conestoga co-op students include:

- Cost-effective temporary employees for peak periods of activity, seasonal variations in workload or short-term projects
- Bright, motivated, fresh talent
- Opportunity to explore new employment positions before making a long-range commitment
- Effective long-term recruitment strategy:
 - Attract top talent by building your brand on campus
 - Evaluate candidates before hiring as full-time employees
 - Familiarize prospective full-time employees with your organization, decreasing orientation and training when hiring graduates

Financial Benefits:

- Receive up to \$3,000 per student per work term by qualifying for the Ontario Co-operative Education Tax Credit (CETC)
- For additional financial benefits available, see conestogac.on.ca/employers/financial.jsp

Other Co-op Programs Available

Conestoga has highly regarded co-op and apprenticeship programs in a variety of additional fields of study, including **Business, Community Services, Engineering, Hospitality, Media and Design, Information Technology and Trades**

Contact Us Today

Dedicated co-op staff provide helpful services and support

Co-operative Education

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