

Researching and Choosing a School

Updated July, 2017

This section is to help you determine what school best suits your learning style and training needs. It is your responsibility to investigate all of the available courses in your chosen field. If available, gather the information from a minimum of three schools and indicate which one you have chosen.

These questions will help you make the best choice when researching a training provider.

School Description

School: Fanshawe College

Contact person: Office of the Registrar, Phone: 519-452-4277

- Is this school registered as a Private Career College in Ontario? **No**
- If no, please explain: **Publicly funded college**
- Is this course eligible for OSAP funding? **Yes**
- Is this training provider certified to give T2202A tuition tax receipts? **Yes**

Program/Certificate Information

Program Name: Business – Marketing (Co-op)

A Co-operative Education Program

A Two-Year Ontario College Diploma Program

This course is offered full time.

Business - Marketing (Co-op) is a two-year Ontario College Diploma program with a co-operative education component. This program provides students with a strong foundation to gain entry to a variety of marketing career paths. Courses cover topics such as customer analysis, segmentation, and targeting; integrated marketing communications; pricing and distribution strategies; and product and service development and management. Hands-on activities include market research studies,

advertising campaigns, sales and business plans - many of these activities involving live clients from industry. Students learn to use current software programs, including presentation, spreadsheet, graphic design and publishing applications.

Graduates receive full credit toward a credential with the Canadian Institute of Marketing and earn credits towards the Certified Sales Professional designation offered by the Canadian Professional Sales Association. Graduates who meet admission requirements are eligible for transfer to the Business Administration - Marketing Advanced Diploma program.

In order to be eligible for co-op, students must maintain a 2.5 GPA and be academically complete at the commencement of their co-op work term.

This is a two-year co-operative education program. Students who fulfill both the academic and co-op requirements of the program will be eligible to graduate with a co-op endorsed diploma. More information about co-operative education can be found at www.fanshawec.ca/coop.

Program Eligibility Criteria

Admission Requirements for 2017/2018

- OSSD with courses from the College (C), University (U), University/College (M), or Open (O) stream WITH:
 - Any Grade 12 English (C) or (U)
 - Mathematics* ONE OF:
 - Any Grade 12 Mathematics (C) or (U)
 - Any Grade 11 Mathematics (C), (U), or (M). Note: a minimum final grade of 60 required for any Grade 11 Mathematics course

OR

- Academic and Career Entrance Certificate (ACE)

OR

- Ontario High School Equivalency Certificate (GED) AND:
 - Mathematics* ONE OF:
 - Any Grade 12 Mathematics (C) or (U)
 - Any Grade 11 Mathematics (C), (U), or (M). Note: a minimum final grade of 60 required for any Grade 11 Mathematics course

OR

- Mature Applicant with standing in the required courses and grade stated above

Note:

- *Applicants who lack the required Mathematics may still gain eligibility for admission by completing appropriate prior upgrading.

English Language Requirements

Applicants whose first language is not English will be required to demonstrate proficiency in English by one of the following methods:

- A Grade 12 College Stream or University Stream English credit from an Ontario Secondary School, or equivalent, depending on the program's Admission Requirements
- Test of English as a Foreign Language (TOEFL) test with a minimum score of 550 for the paper-based test (PBT), or 79 for the Internet-based test (iBT), with test results within the last two years
- International English Language Testing System (IELTS) test with an overall score of 6.0 with no score less than 5.5 in any of the four bands, with test results within the last two years
- Canadian Academic English Language (CAEL) test with an overall score of 60 with no score less than 50 in any of the four bands, with test results within the last two years
- An English Language Evaluation (ELE) at Fanshawe College with a minimum score of 70% in all sections of the test, with test results within the last two years
- Fanshawe College ESL4/GAP5 students: Minimum grade of 80% in ESL4/GAP5 Level 8, 75% in ESL4/GAP5 Level 9, or 70% in ESL4/GAP5 Level 10

Recommended Academic Preparation

- Any Grade 11 or Grade 12 Business Studies (C), (M), or (O)
- Grade 12 Business and Technological Communication (O)
- Academic and Career Entrance Certificate (ACE): Business Mathematics course and Computer Skills course
- Applicants who do not meet the stated admission requirements for the Business - Marketing program should apply to the one-year Business Fundamentals Ontario

College Certificate program, Program Code BFS2. The Business Fundamentals program is recommended for students who require or desire academic upgrading, particularly in Mathematics and English, before pursuing a business diploma program. Students who successfully complete the Business Fundamentals program may be eligible for admission to Level 2 of any two-year business diploma program at Fanshawe College.

Recommended Personal Preparation

- Strong interpersonal skills
- Ability to work independently and in a team environment
- Strong analytical skills

Applicant Selection Criteria

Where the number of eligible applicants exceeds the available spaces in the program, the Applicant Selection Criteria will be:

1. Preference for Permanent Residents of Ontario
2. Receipt of Application by February 1st (After this date, Fanshawe College will consider applicants on a first-come, first-served basis until the program is full)
3. Achievement in the Admission Requirements

Other Information

- The Business - Marketing program shares a common first semester with all business diploma programs in the Lawrence Kinlin School of Business which allows for program transfer, with no loss of credit, after the first semester.
- Graduates of the two-year Business - Marketing Ontario College Diploma program may apply for program transfer to the Business Administration - Marketing Ontario College Advanced Diploma program. "Application for Program Transfer" forms are available from the Office of the Registrar, Room E1012.
- All program levels are offered in the Fall and Winter semesters to allow students to make continuous progression to meet personal or co-op education needs.
- Students entering Level 1 (Semester 1) of the program in January are expected to proceed into Level 2 (Semester 2) of the program in the summer term. Students entering Level 1 of the program in March or May will proceed to Level 2 of the program in September.

- Graduates may be eligible for admission to the following Graduate Certificate programs in the Lawrence Kinlin School of Business: International Business Management, Human Resources Management, Professional Financial Services, Project Management or Logistics and Supply Chain Management. Graduate Certificate programs deliver a specialized professional curriculum in two four-month semesters.
- This program is eligible for consideration of college to college transfer of credits under the Ontario Provincial ONCAT agreement.

Course Details

- London Campus
- Program start date: **September 2017**
- Program end date: **April 2019**
- Is this start date flexible? **No**
- Program length (# Weeks): **60 weeks plus three work terms**
- Number of hours per week: **15 - 22 hours (term dependent)**
- Schedule of hours: **8 am to 8 pm Monday to Friday**
- Other intake dates available: **January 2018 – December 2019, March 2018 – December 2019, May 2018 – December 2019**

Cost of Training Course/Program:

Cost of training course/program (Based on 2017/2018 Tuition Fees):

Item	Level 1	Level 2	Level 3	Level 4
Tuition/Fees	\$2,289.69	\$2,289.69	\$2,289.69	\$2,289.69
Books	\$639.00	\$415.00	\$810.00	\$705.00
<i>Expendable Supplies:</i>				
Pens, paper, calculators, binders, CDs and other data saving devices	\$300.00	\$300.00	\$300.00	\$300.00
<i>Other:</i>				
OCAS application fee	\$95.00	\$0	\$0	\$0
Totals	\$3,323.69	\$3,004.69	\$3,399.69	\$3,294.69

Total Cost: \$13,022.76

Note: Tuition fees are billed per term. A \$500.00 non-refundable deposit will be required once per academic year. Making your deposit by the due date will confirm and secure your spot and registration in the program. The balance of fees will be due by the 10th day of class for standard start date programs. A \$150.00 late fee will apply should fees not be paid in full by the 10th day of class.

Admission related fees, when applicable:

English Language Evaluation Test (ELE) - **\$60.00**

- For applicants for whom English is not their first language.

Subject Challenge Exams - **\$75.00**

- Challenge Exams are used for admissions purposes:
 - When an applicant has completed the learning, but does not have proof of a grade (i.e., English, Math, Chemistry, Biology, and Physics). The challenge exam shows that the individual has the skill set that meets the minimum grade requirement.
 - When an applicant has completed the learning, but does not meet the minimum grade requirement.
- ***Challenge exams cannot be used in lieu of a subject requirement when prior learning has not been completed.***

Evaluating the School/Follow-up Questions

1. Did you meet the instructor or instructors prior to selecting this school? Please explain.

2. Have you contacted local employers to see if the training is acceptable to them?

Yes No

3. Does this school have a solid reputation in the community?

Yes. Fanshawe College is one of 24 publicly funded Community Colleges in Ontario and is one of the largest colleges in Ontario.

4. Are the standards and licenses recognized by Governments and Occupational Associations?

Yes.

Questions to Ask the School

Answers have been already provided for you to the questions listed below.

1. What are the methods of instruction and time spent on each?

- Lectures: **30%**
- Teacher-led: **30%**
- Hands-on practice: **10%**
- Self-paced: **10%**
- Demonstrations: **10%**
- Technology-based instruction: **10%**

2. What certification will you get upon completion of this course?

Co-op endorsed Ontario College Diploma.

3. Please explain how your progress will be monitored and reported (method and frequency).

Frequent testing and assignments with final examinations in most courses.

4. How many hours of home study are expected per week?

15-22 hours.

5. Are detailed course descriptions available to prospective students? If YES, obtain copies and include with Training Research Guide.

Yes.

6. What resources are available if you require additional help while in training?

Fanshawe College offers a wide range of student services to support your success at college:

- English and Math tutoring
- Peer Tutors to assist students having difficulty in a specific course
- Study skills workshops and tutoring offered throughout the year for learners who need to brush up on academic skills
- Personal, academic and career counselling is available to all students
- Specialized support services for mature students

- A full range of services and academic accommodations to support the success of students with disabilities
- Help with job finding strategies, résumé and cover letter assistance, and job interview skills. A job bank lists full-time and part-time opportunities

In addition, the following services are available to all students:

- A full-service Library/Resource Centre, including a Virtual Library for easy 24/7 access and media loans
- Financial Aid Office, including bursary assistance
- Awards and Scholarships

7. What percent of students who are enrolled in the course successfully complete it?

59.1%.

8. What academic counseling is available prior to starting school and during the training period?

Staff offers pre-admission planning and academic advice and information for those considering admission to Fanshawe College.

Fanshawe College has a Student Success Advisor in every school and campus who is dedicated to helping students achieve academic success. Student Success Advisors can discuss program progression as well as helping students connect with tutoring, study skills workshops and other academic supports. In addition, due to their close ties with faculty they are notified about students experiencing academic challenges early in the program.

9. How does the school accommodate the needs of adult learners?

The College has considerable experience with adult learners and has specialists available to assist learners with study skills, success strategies, learning and other disabilities. Program coordinators are familiar with the needs of adult learners and will provide assistance to students on a one to one basis.

10. What are the qualifications of the instructor(s)?

Degree or Master's level University education with work experience.

11. Do students have the opportunity to evaluate the instructor and the course?

Yes. Instructional feedback surveys are completed for each course.

12. Does the institution have publicized policies dealing with human rights issues?

Yes.

13. Are you allowed to audit a few classes?

Yes.

14. Will the school provide references (e.g., signed release forms, past graduates and/or current students)? If not, why?

Yes.

15. Will there be a practicum or work placement?

Co-op optional (three paid four-month co-op terms prior to final semester).

16. How does the institution support continuing education/upgrading for graduates in this field of work?

Fanshawe College offers Continuing Education courses for anyone requiring upgrading of skills. Fanshawe also provides custom training to employers on an as requested basis.

17. How does the institution make an effort to place its graduates in jobs after completion of the program?

Students at Fanshawe have access to career services that in addition to hosting a job bank can also provide them with job finding strategies as well as resume and cover letter assistance. The college also offers services through its Job Connect program- a comprehensive employment service that assists graduates in finding employment after they leave Fanshawe.

18. What percentage of graduates from this training find work in a field related to their training?

87.6%.

19. List employers who hire graduates from this course.

Graduates work for a number of employers in various sectors, including manufacturing, services, financial, and retail, providing market research, market analysis, search engine marketing, web design, advertising, sales, and marketing management.

20. How will the credentials you receive be recognized by the industry/employer/sector?

An Ontario College Diploma is a recognized credential by business and industry. The Canadian Institute of Marketing designation is also well known and respected in the marketing industry in Canada.