



# Employer Guide

Recruiting Business Students For  
Work-Integrated Learning Placements

**BUSINESS**

**career LAB**

# Building Partnerships

Camosun College recognizes that strong relationships with businesses are essential in placing students into co-ops, internships, applied research projects, and ultimately sustainable careers. Work-integrated learning opportunities are critical for developing the skilled workforce that Canada needs, but this would not be possible without industry involvement.

We supply BC industries and organizations with applied skills and competencies relevant to today's jobs. Partner with Camosun College and tap into our student work-integrated learning talent pipeline – a low-cost way to increase capacity.

## WIL OPPORTUNITIES

### Co-ops




Co-op work terms alternate between full-time studies and full-time paid work with one or more employers. Students complete at least two work terms (minimum 420 hours each) to graduate with a "Co-op Education" designation.

### Internships



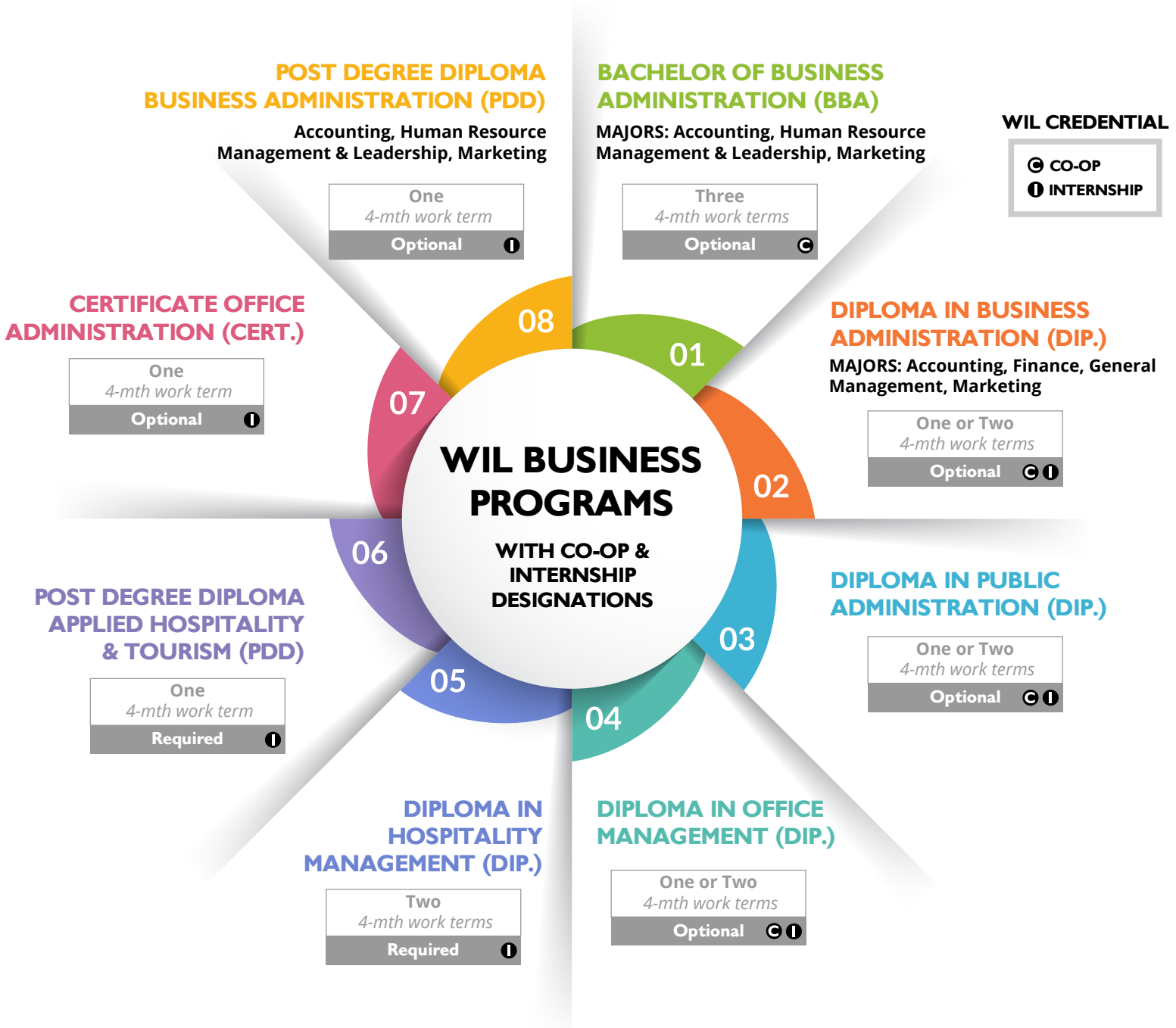
Internships are full-time or part-time work terms that can be taken at the end of a program. At least one work term (minimum 300 hours) is required to graduate with an "Internship" designation.

A man in a dark suit and glasses is standing in an office, pointing his right hand towards a computer monitor. The monitor displays a complex grid or data visualization. The entire image is overlaid with a semi-transparent green filter. The text is centered on the left side of the image.

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# Business Programs

Work-Integrated Learning Opportunities In Business



# Recruit Business Students

Canadian businesses, to stay competitive, will require talent with practical experience and applied future-relevant skills.

## CAMOSUN BUSINESS PROFESSIONALS ARE LEADING THE WAY

The School of Business at Camosun prepares students with career-ready knowledge, skills, and competencies necessary to be successful in a changing business world. Our applied programs combine the practical and theoretical applications of business, which has led to over 90% of graduates finding work in fields related to their area of study.

Camosun offers more than 30 business programs, including degrees, post-degree diplomas, certificates, diplomas and university transfer courses. 97% of Camosun's Bachelor of Business Administration graduates are in the labour force.

## HIRING CO-OP & INTERNSHIP STUDENTS IS GOOD FOR BUSINESS

- ▶ A LOW-COST WAY TO INCREASE CAPACITY
- ▶ TARGET AND DEVELOP SPECIFIC SKILLS YOUR ORGANIZATION NEEDS
- ▶ RECRUIT ONCE, HIRE TWICE
- ▶ ACCESS FUNDING OPPORTUNITIES
- ▶ RAISE COMMUNITY PROFILE
- ▶ IN-HOUSE PROFESSIONAL DEVELOPMENT
- ▶ ACCESS NEW IDEAS AND ENERGY

# Business Skills Matrix

Skills & Competencies In Business

## Business Skills & Competencies

Technical	Computer	Analytical	Marketing	Presentation
Bookkeeping & Accounting Software	MS Office	Financial Statement Analysis	Marketing Research & Interpretation	Visual Communications
Variable Costing & Budgeting	Basic & Advanced Spreadsheets	Financial Management Analysis	Canadian & International Marketing Structures	Data-Driven Presentations
Billing Systems	Google Sheets, Slides & Docs	Federal & Provincial Tax Analysis	Defining & Segmenting Audiences	Slideshows
CRM Platforms	File Management	Value Creation Analysis	Cost & Benefits of Marketing Mixes	Web & Graphic Design
Business Information Systems	Electronic Communications	Business Case Analysis	Integrated Marketing Communications	Building Social Media Accounts
E-Payment Systems	Graphics & Multimedia	Organizational Effectiveness Analysis	Communication Tools & Media	Formatting & Design of Complex Documents
Relational Database Management	Presentation Software	Organizational Performance Analysis	Product Positioning & Branding	Use of Media Tools to Tell Stories
Quantitative Research Methods	Computer Operation Basics	Project Management Models	Service Marketing & CRM's	
HRMS Systems	Internet & Web	Business Strategy Analysis	Reputation & Stakeholder Management	
Big Data Analysis		Marketing & Communication Analysis	Digital Marketing & Competitive Advantage	
Operations Systems Management		Data Mining & Research	B2B, B2C & Non-Profit Marketing	
Web Design & Maintenance		Data & Metrics Interpreting	Maintaining An Online Presence	
Social Media Development & Management		Reporting & Data Presentation	Data-Driven Marketing	



## Business Skills & Competencies

Human Resources	Pre-Management	Project Management	Writing	Design
HR Management	Modern Business Best Practices	Project Scheduling	Grammar, Punctuation, Spelling	Adobe Creative Suite
Supporting HR Strategic Planning	Budgeting & Finance	Project Lifecycle Management	Note Taking	Data Visualization
Implementing OHS Legislation	Project Management	Financial Modeling	Document Writing	HTML/CSS
Designing Recruitment & Selection Plans	Office Management	Marketing Management	Email Writing	Design & Colour Theory
Writing HR Policies	New Business Development	HR Management	Business Reports	Graphics for Web
Creating Orientation & Training Plans	Negotiating	Performance Tracking	Content Management	Layout for Web
Assisting with Organizational Strategy	Planning	Budgeting	Academic Writing	Adobe Acrobat
Researching laws	Business Logistics		Story Telling	
Understanding of HR Research & Policy	Business Communications		Writing for Web	
Designing Employee Engagement Strategies	Business Strategy Planning		Writing for Social Media	
Using HRMS Systems			Presentation Writing	
Analyzing HR Metrics				

# Recruiting Business Marketing Students

Marketing Planning, Strategy & Management

## COMMON CO-OP JOB TITLES

- ▶ **Digital Marketing Content Coordinator**
- ▶ **Jr. Marketing & Communications Lead**
- ▶ **Digital Communications & Marketing Assistant**
- ▶ **Events Marketing Associate**
- ▶ **Marketing Analyst**
- ▶ **Jr. Market Researcher**

### Key Skills & Competencies

- ▶ Effective communication in written and graphic Form
- ▶ Think strategically about clients, customers and audiences
- ▶ Business research & customer analysis
- ▶ Marketing communication plans and campaign development
- ▶ Develop and deliver reports and presentations
- ▶ E-business and digital marketing executions
- ▶ Assess and analyze marketing campaigns for effectiveness and decision making

## TYPICAL CO-OP JOB TASKS

- ▶ Assisting in formulating advertising strategies and developing campaigns by identifying consumer segments and choosing the correct media form.
- ▶ Development, execution, and evaluation of business marketing strategies.
- ▶ Understand information systems and information management for successful business marketing operations.
- ▶ Presenting research results for effective management decision making.
- ▶ Effective message development and writing for organizations, including reports, presentations, brochures, advertising copy, speeches and media releases.
- ▶ Building an online presence, including using the tools required to integrate digital technologies within an organization's marketing mix.



## GENERAL TIMELINE FOR STUDENT WORK TERMS

YEAR	FALL (SEPT - DEC)	WINTER (JAN - APR)	SUMMER (MAY - AUG)
1	ACADEMIC TERM 1	ACADEMIC TERM 2	WORK TERM 1
2	ACADEMIC TERM 3 OR WORK TERM 2	WORK TERM 2 OR 3	ACADEMIC TERM 4
3	ACADEMIC TERM 5	ACADEMIC TERM 6 OR WORK TERM 3	ACADEMIC TERM 7
IDEAL TIME TO RECRUIT & POST JOBS			
	MAY 15 - JUN 15	SEPT 15 - OCT 15	JAN 15 - FEB 15

\* Represents a typical co-op path but flexibilities are accommodated based on the needs of the student and employer

\* Business students are able to do back-to-back work terms

## MARKETING PROGRAMS



**Bachelor of Business Administration Marketing**



**Diploma in Business Administration or PR Marketing or Public Relations**



**Post Degree Diploma in Business Administration Marketing**

### About Work Terms in Marketing

- ▶ Co-ops are 420 hours and Internships are 300 hours - both are paid placements
- ▶ Co-op and internship placements occur over a 4 month cycle: Fall, Winter & Summer
- ▶ Co-op placements must be sandwiched between academic terms
- ▶ Internship placements can occur at the end of a student's program

Canada



### FUNDING TO HIRE CO-OP & INTERNSHIP STUDENTS

There are several funding streams available to employers wanting to hire co-op or internship students. Our services team will work with you to understand and apply for wage subsidies.

You may be eligible to receive up to 75% in wage subsidies for each co-op or internship student you hire.

[Click here to explore funding opportunities.](#)

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