

All About Co-op

For Ted Rogers Students

Your Guide to the Marketing Co-op Program

For the 2024-2025 Academic Year

Published June 2025

The Ted Rogers School of Management (TRSM) offers you one of the largest business Co-op programs in all of Canada, with over 2,500 students participating across 12 program streams. With high employment rates, strong relationships with hiring managers, and an industry-leading Co-op Prep Program, the Ted Rogers Co-op program will set you up for success.

The Marketing Management (MKT) Co-op program is the second largest Co-op program at the Ted Rogers School of Management and has been steadily growing since its inception in 2017.

As an MKT Co-op student, you have the opportunity to complete up to four Work Terms, representing 16 months of work experience. The employment market is strong for students in the MKT major, particularly in the Fall semester. The average employment rate for MKT students in 2024-2025 was 95.20%.

You can subscribe to our monthly newsletter, Application Insider for the latest information and updates on applying to the Ted Rogers Co-op Program [here!](#)

Upon joining the Ted Rogers Co-op program, Business Management students will share their intended major with the Co-op team. If their intended major changes, they can speak with their Co-op Coordinator.'

MKT Highlights: 2024-2025



351

MKT Co-op Students



29.77%

% MKT Students
Participate in Co-op



95.20%

Employment Rate



\$55,933

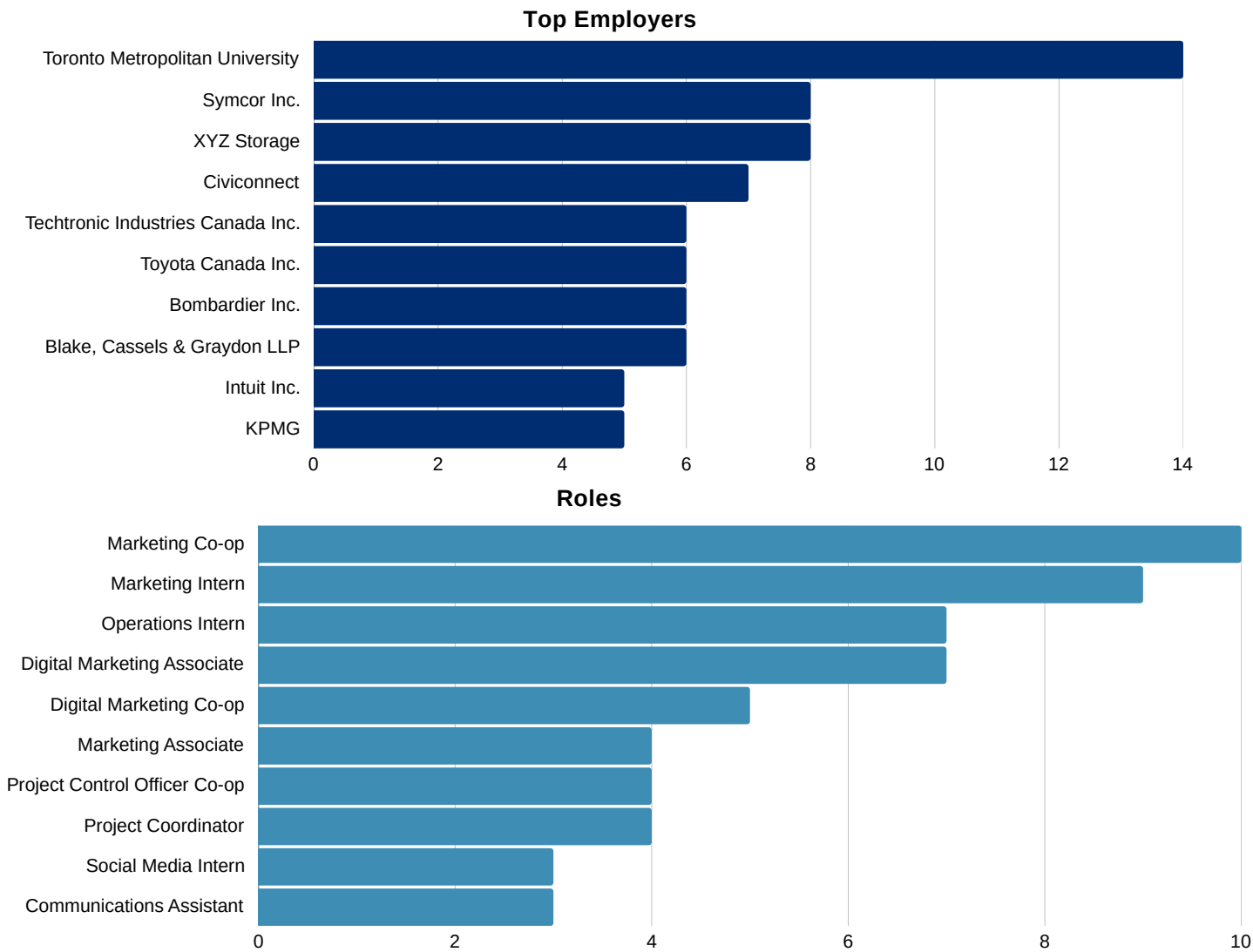
Average Earnings
Over Four Work
Terms

Top Co-op Employers for MKT



Top Employers and Position Titles

For the academic year of April 30, 2024 - April 28, 2025, the top employers and the most common position titles for students in the Marketing Management major were:



Full-Time Positions for MKT Graduates

Highlighted below are some of the full-time positions that our 2024 Marketing graduates secure including a few of the top employers.

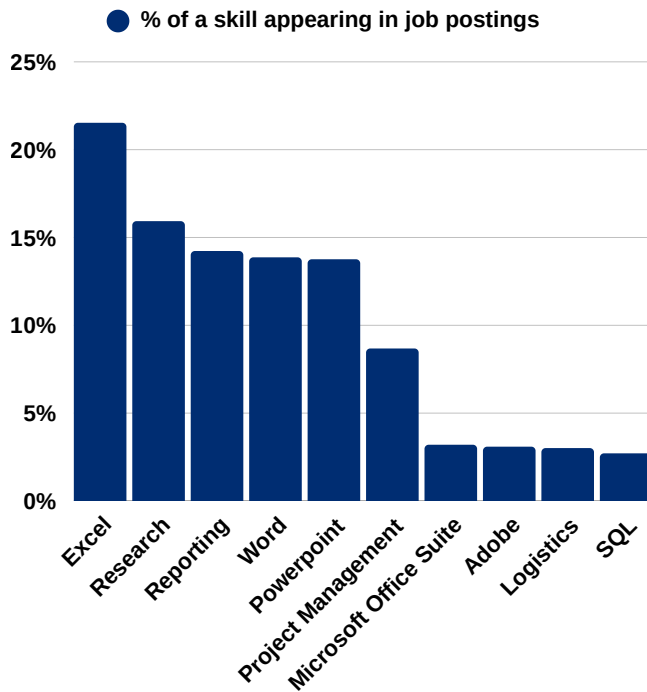
- Marketing Coordinator
- Portfolio Analyst
- Customer Operations Specialist
- Digital Advisor
- User Experience Designer
- E-Commerce Advisor
- Marketing Communications
- Project Coordinator
- Campaign Specialist



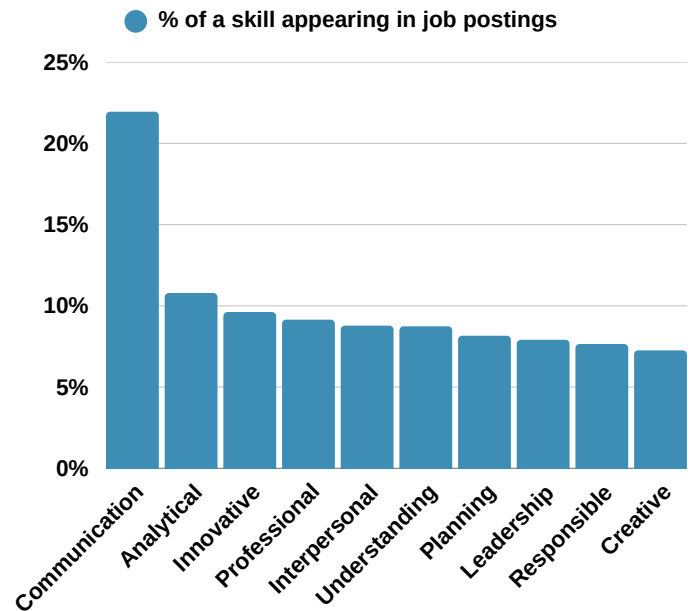
Top Skills Employers Are Seeking

Based on 4,601 job descriptions tagged to students in the Marketing Management program (all posted in our jobs portal), for the period 2024-2025, the following skills are most often listed in the job requirements section.

Top 10 Technical Skills for MKT



Top 10 Professional Skills for MKT



Average Hourly Wage

As one would expect, your pay rate will increase from Work Term to Work Term. Employers value experience and this is reflected in a 15% increase in pay from 1st to 4th Work Term.



Co-op Students Earn \$55,933

The Ted Rogers Co-op program is providing you an opportunity to earn money while you complete your studies. Earning money while on Work Term allows you to graduate debt-free.

Since 2017, MKT students have earned over \$28.6M as a whole - on average, each student is earning \$55K across all four Work Terms.

Bootcamps Provide You a Competitive Advantage

BCH offers students at the Ted Rogers School of Management with **exclusive access** to over 26 technical Bootcamps, all of which are highly endorsed by our employer partners.

Students who take advantage of these programs (by earning badges and certifications) make themselves far more competitive in the workplace.

In 2024-2025 alone, we processed 793 Bootcamp registrations for Co-op students in the MKT stream.

The most popular Bootcamps for MKT students were Excel (required), Tableau, Graphic/Visual Design and SEO & Analytics.



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We Offer A Leading-Edge Co-op Prep Program

We have invested heavily in the development of an industry-endorsed Co-op Prep Program designed to prepare you to be successful on your 1st Work Term and beyond.

You will participate in programming designed to support your professional growth and development through these elements:

Career Discovery
Workshop

Excel Bootcamps

Live Actor Industry
Simulations

Lumina Assessments

Peer Mentoring
(optional)

1:1 Coaching

All elements of the Co-op Prep Program must be completed before your 1st scheduled Work Term.

Pathways into Co-op

Pathway 1

Apply through OUAC

Choose the co-op option for your
program of interest

If accepted into co-op for your
program, you will start as a co-op
student from day one at TRSM

If you aren't not accepted into co-op,
but accepted into the regular program,
or didn't apply to co-op on OUAC then
see Pathway 2

Pathway 2

Apply at the end of 2nd year
with a CGPA of 2.8 or higher

You should be on track with
completing your required first-year
core courses

- The Review Committee evaluates past work, volunteer experience, extracurriculars, and student engagement.
- Admission to the Ted Rogers Co-op Program is competitive - submit a strong, well-crafted resume and cover letter.
- MKT students are encouraged to participate in BCH programs and events before applying.

The MKT Work Term Sequence

MKT students have the opportunity to complete four Work Terms, spread out over two years. Your first two Work Terms are back-to-back in Winter/Summer.

	Fall	Winter	Summer
Year 1	1st Semester	2nd Semester	-
Year 2	3rd Semester	4th Semester	Apply for Co-op Pathway 2
Year 3	5th Semester	Work Term I	Work Term II
Year 4	6th Semester	Work Term III	Work Term IV
Year 5	7th Semester	8th Semester	-

The Co-op Program Fee is an Investment

For students in the Ted Rogers Co-op program, an additional fee is added to your tuition fee.

This fee relates to the cost associated with the administration of the Co-op program and is calculated in accordance with the Ministry of Advanced Education and Skills Development and Toronto Metropolitan University policies.

The fee for participating in the Co-op program is \$4,200. This fee is paid in installments over several years.

The Co-op program fee is non-refundable and subject to change without notice at any time.

Meet a MKT Co-op Student



Data Analyst - TMU Fit For Business

KYLE LINGUM



What helped me to achieve an outstanding rating on my Work Term was my successful remodeling of FFB360, which is our student engagement dashboard, using Tableau. This was a significant project that I had taken on during my Co-op term, and I was able to complete it within two months.

I had to learn Tableau on the job, and I was able to apply this knowledge to improve our student engagement data visualization. Additionally, I think my willingness to take on new challenges and work collaboratively with my team also contributed to my rating.

Want to Learn More for Free?



Hub Insights

These engaging student reports share employment data and information on positions that Ted Rogers students secure like Business Analyst, Project Coordinator, Junior Accountant, and Marketing/Social Media Coordinator.



What Can I Do With a MKT Major

Learn more about the TRSM majors and employment opportunities through [Hub Insights reports](#).

TED ROGERS CO-OP

Co-op Application Guide

Still have questions about your Co-op application? The [Co-op Application Guide](#) highlights key aspects and includes useful resources.



Resume Builder

This [Resume builder](#) highlights insightful tips to get your resume updated and ready for Co-op

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming [events](#).

Bootcamps & Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through Bootcamps. [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.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)

Student Support Team



Co-op Coordinators Charmaine Kwong

When to see Charmaine:

For students who have been accepted into the Co-op program.



Careers Team

When to see a Career Coordinator:

For students interested in applying to Co-op, non-Co-op students, and TRSM alumni.