

PILON SCHOOL OF BUSINESS

Advertising and Marketing Communications – Management

Hit the ground running in the communications field with advanced advertising courses and an exclusive internship placement.

94%

Employer Satisfaction*

with the knowledge and skills that our graduates possess.

Ontario College Advanced Diploma

Program Code: PAMCM

Full-time | Hazel McCallion Campus | 3 yrs (6 semesters)



Get the skills you need to excel in the fast-paced world of advertising.

Master the fundamentals you need to succeed in advertising and marketing

In Advertising and Marketing Communications – Management, you'll learn the fundamentals of campaign planning and the creative process. You'll use industry software to interpret market research, develop strategies and learn basic design and copywriting. You'll engage in the planning, buying and selling of media for digital and traditional platforms. These skills are just the beginning!

Take advanced communications courses and get hands-on experience

In third year, you'll take advanced advertising and marketing courses such as Creative Branding, Media Management, Advertising Campaign Management and Global Communications. You'll also put everything you've learned into practice with a specialty Capstone project. In this portfolio-building project, you'll develop a campaign proposal for a real business client from the community.

Get work experience before you graduate with an advertising internship

Our mandatory 10-week marketing or advertising internship gives you valuable real-world work experience before you graduate. This field placement will also give you the chance to network, building contacts and connections in the communications field.

Admission Requirements

Program Eligibility

Ontario Secondary School Diploma or equivalent, including these required courses:

- One English, Grade 12 (ENG4C or ENG4U) with a minimum of 60%
 - Minimum 65% overall average
- or
- Mature student status.

Applicant Selection

Eligible applicants are selected on the basis of previous academic achievement (the average of their six highest senior-level credits, including required courses).

Applicants who do not meet the admission requirements for this program will be assessed and advised individually and may be considered for other, related programs.

*Course duration for September starts is two academic years. Course duration for January starts is 16 months continuous.

English Language Proficiency

All applicants whose first language is not English must meet Sheridan's English Proficiency Requirements.

Refer to the website for full admission requirements.

Career Opportunities

Sheridan's Advertising and Marketing Communications – Management graduates are known for their advanced understanding of strategies and a high level of professionalism. Combining creative thinking with refined business skills, you'll be well-equipped to begin an exciting career!

HERE ARE SOME JOBS YOU MIGHT FIND:

Communications Specialist
Digital Marketing Coordinator
Digital Account Coordinator
Digital Content Coordinator

Digital Account Manager
Campaign Manager
Assistant Digital Buyer
Assistant Programmatic Buyer

Courses

SOME OF THE COURSES YOU CAN EXPECT TO TAKE IN YOUR PROGRAM

Communication Channel Planning
Creative Branding
Integrated Communications Plan (Capstone)

Strategic Consumer Insights for Campaign Planning
The Art and Business Science of Digital

Note: See website for specific terms and course listings.

More information



Website:
sheridancollege.ca



Facebook:
facebook.com/sheridaninstitute



Twitter:
[@sheridancollege](https://twitter.com/sheridancollege)



Visit us!

There's no better way to get a sense of Sheridan than with a personal visit. Book a tour and see for yourself!



tours.sheridancollege.ca