

PILON SCHOOL OF BUSINESS

Advertising and Marketing Communications

Master the essentials of advertising in two years, while developing the professionalism you need to succeed in business.

94%

Employer Satisfaction*
with the knowledge and skills that our graduates possess.

Ontario College Diploma

Program Code: PADMK

Full-time | Hazel McCallion Campus | 2 yrs
(4 semesters)



Build business smarts and creative thinking for your communications career.

Learn the essentials of advertising and marketing communications

Our 2-year advertising and marketing diploma is designed to teach you everything you need to find communications jobs in Canada. You'll get foundational knowledge of the advertising business as you learn media development, creative management and account management. You'll also learn how to develop campaign proposals and determine budgets, getting creative in every aspect of your coursework.

Work with industry-standard marketing and advertising technology

You'll work with technology that's vital to the modern advertising and marketing communications workplace. You'll use the same professional software employed by many advertising agencies to plan and create ad campaigns. You'll also learn search engine optimization (SEO), social media optimization (SMO), and how to work with popular social media platforms and their analytics tools.

Learn from industry professionals in a hands-on environment

Sheridan's advertising and marketing courses are taught by faculty who have worked in the industry for years. With their experience in creative advertising and marketing communications, they create classrooms that mimic the workplace. You'll engage in individual projects and groupwork, master adding professional polish to presentations, and even learn how to write the perfect business email.

Sheridan | Get Creative

* 2018 Key Performance Indicator (KPI) survey results produced by the Ontario Government, Colleges Ontario and student associations. Percentage shown reflects the average employer satisfaction across all Sheridan programs over the last five years.

[sheridancollege.ca](https://www.sheridancollege.ca)

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 graduates are highly regarded for their sound understanding of advertising and marketing communications strategies and tactics, well-rounded business skills and high level of professionalism. You'll be well-equipped to begin an exciting career!

HERE ARE SOME JOBS YOU MIGHT FIND:

Communications Specialist

Assistant Digital Buyer

Assistant Programmatic Buyer

Campaign Manager

Digital Account Manager

Digital Marketing Coordinator

Digital Account Coordinator

Digital Content Coordinator

Courses

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

Emerging Trends in Advertising

Consumer Research Advertising Planning

Creative Content Development

Programmatic and Digital Media

Integrated Campaign Planning

Business Development in a Digital Culture

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