

PILON SCHOOL OF BUSINESS

Business Administration – Marketing

Our three-year program offers the freedom to specialize, co-op opportunities and a pathway to degree studies.

94% **Employer Satisfaction***
with the knowledge and skills that our graduates possess.

Ontario College Advanced Diploma

Program Code: PBAMC

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

Ontario College Advanced Diploma

Program Code: PBAMK

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



Advance your marketing skills through electives and experience.

Broaden or specialize your marketing expertise

Customize your education by choosing courses that fit your goals and interests! Third-year electives include business innovation, content marketing, leadership development, search engine marketing, entrepreneurship, sales account management and more. Specialize in certain areas or broaden your marketing knowledge — the choice is yours. Electives are constantly updated to reflect industry demands.

Gain experience and build industry connections

Experiential learning is at the core of our Business Administration – Marketing advanced diploma. You'll work with your peers on various activities, case studies and projects, including development of a marketing plan for a real-world industry client. You can also gain additional experience through an optional co-op placement, which may lead to employment opportunities after you graduate.

Work towards your marketing degree and other certification

When you graduate, you'll have earned 15 credits towards a Sheridan Honours Bachelor of Business Administration (Marketing Management) degree — which you can complete part-time while you work. You can also apply for a Professional Sales Certificate from the Canadian Professional Sales Association (CPSA) if you've completed five core courses that align with the CPSA's Competency Framework.

Admission Requirements

Program Eligibility

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

- One English, Grade 12 (ENG4C or ENG4U), minimum 60%

plus

- One Mathematics, Grade 12 (C or U) or mathematics, Grade 11 (M or U*) *MBF3C does not meet this requirement.
- Minimum 65% overall average required for PBUSP, PBAMK, PBUMK
- Minimum 70% overall average required for PBAMC

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.

Transferring from an Ontario College

Business students who have successfully completed one or two years of their program can easily transfer their credits to another college in the province. A system-wide agreement is in place at Sheridan and other colleges, permitting students to transfer among all college business programs across Ontario. The agreement means that business students in programs such as Business General, Human Resources, Accounting and Marketing will receive full credit for their completed courses. Given the high enrolment of business programs, these pathways provide additional flexibility for a significant number of students. Interested students should apply at ontariocolleges.ca using the appropriate program entry level at the new college. For more information, email infosheridan@sheridancollege.ca

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

In addition to building a strong foundation of general marketing knowledge, our Business Administration – Marketing advanced diploma also teaches you specialized marketing concepts. Industry projects, case-based learning and optional co-op prepare you for employment in roles such as:

Associate Brand Manager

Sales Account Manager

Business Development Analyst

Digital Marketing Analyst

Content Marketing Manager

SEO/SEM Manager

Insights Analyst

Direct Marketing Manager

Courses

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

Business Creativity and Innovation

Content Marketing

Digital Marketing Strategy

Marketing Management

Sales Account Management

Search Engine Marketing

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