

PILON SCHOOL OF BUSINESS

# Creative Industries Management

Learn to develop and grow creative ventures through Sheridan's unique eight-month graduate certificate in Creative Industries Management.

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

**Ontario College Graduate Certificate**

**Program Code: PCRIM**

Full-time | Hazel McCallion Campus | 1 yr (2 semesters)

**Ontario College Graduate Certificate**

**Program Code: PCRIMC**



Create your new future in the business world of creative industries.

## Master the business side of the creative industries

The creative industries need skilled professionals who understand both the business and creative side of media. Sheridan's Creative Industries Management is a specialized eight-month program designed to prepare graduates as managers and entrepreneurs in the arts. With an understanding of management, financing and marketing you'll be ready for a career in film, television, video games and more.

## Who should apply to Creative Industries Management?

If you have an academic or professional background in the arts and want to develop your management, leadership and business skills, Creative Industries Management is the program for you. CIM can also help you start your own business, giving you the knowledge and competitive edge to guide you down the path of entrepreneurship.

## Hands-on learning

At Sheridan, we believe the best way to learn is by getting to work and making things happen. In this program, you'll be introduced to professional workflow processes in film, television, animation and gaming. You'll learn how to network with creatives and the media. Working with professors, students and industry professionals, you'll see there's no shortage of hands-on learning possibilities.

## Admission Requirements

### Program Eligibility

Postsecondary diploma, advanced diploma or degree in any discipline; or equivalent (paid employment full or part-time, extra-curricular activities or community involvement).

This program welcomes applicants from a broad range of backgrounds including, but not limited to: film studies, television/broadcast, liberal arts, fine arts, animation, gaming, theatre, or other area, as long as the applicant has proven experience in creative endeavours.

### Selection Process for Applicants

Candidates to the program are selected on the basis of academic achievement and the evaluation of a Letter of Intent, which includes volunteer/work experience that demonstrates their involvement in the creative industries or production.

Postsecondary transcripts, indicating courses completed to-date, must be submitted at the time of application.

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.

### 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

The creative industries in Canada and worldwide have a shortage of people who have both creative passion and practical business skills. As film, animation and gaming industries continue to grow, more job opportunities are expected to open.

### YOU MAY FIND ROLES IN AREAS SUCH AS:

Advertising and promotional administration for media

Management Administration for a production company

Management Administration for game developers

Project Management for media events and festivals

Social Media Supervision for film, television and media

## Courses

### SOME OF THE COURSES YOU CAN EXPECT TO TAKE IN

#### YOUR PROGRAM:

Budgeting for the Creative Industries

Entertainment Law and Negotiation

Entrepreneurship and Career Planning

Funding Creative Works

Marketing and Audience Development

People and Team Management

Note: See website for specific terms and course listings.

## More information



Website:  
[sheridancollege.ca](http://sheridancollege.ca)



Facebook:  
[facebook.com/sheridaninstitute](https://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](https://tours.sheridancollege.ca)