

94%

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

Ontario College Graduate Certificate

Program Code: PMKMC

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

PILON SCHOOL OF BUSINESS

Marketing Management

In just one year, Sheridan's Marketing Management program gives you the digital marketing skills employers want and need.



A fast-track route to practical skills and a career in marketing.

Things you'll learn to do

- Apply search engine marketing, social media promotion and marketing analytics principles to optimize your organization's marketing efforts.
- Learn basic marketing graphics skills to create support materials such as brochures, newsletters and web page updates.
- Write marketing and communications plans.

Co-op experience

Following eight months of classroom instruction, eligible students will have the opportunity to participate in a four-month cooperative education placement. Note that this is a competitive process and only qualified students are accepted. Working in the marketing field, you'll apply your in-class learning and gain valuable work experience that may boost your career—and help you land a great job.

Mobile computing gives flexibility

Working online is an essential skill in the workplace, and an integral part of our program. A laptop computer is mandatory. During the program, you'll use the computer to collaborate with your classmates on various assignments. In our online environment, you'll also have 24/7 access to class materials and notes and communicate with other students and your professors in our online chat room.

Admission Requirements

Program Eligibility

- Postsecondary diploma or degree.

and/or

- Demonstrated competence through related work and/or educational experience.

Applicant Selection

Eligible applicants are selected on the basis of previous academic achievement, and/or demonstrated experience.

In some cases, applicants may be requested to submit a résumé, which includes details of related work experience, and a cover letter, which summarizes their career goals and reasons for wanting to take this program.

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

Domestic applicants with education outside of Canada must have their transcripts assessed for equivalency through ICAS or WES. A comprehensive (course-by-course) post-secondary credential assessment is required.

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.

Graduates of Sheridan's diploma/advanced diploma program in Business Administration – Marketing are not considered eligible for this program.

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

As a graduate of Sheridan's Marketing Management program, you'll be primed for today's job market and be ready to begin work. In just one year, you'll gain real skills you can put to use right away.

HERE ARE SOME JOBS YOU MIGHT FIND:

Social Media Coordinator

Digital Marketing Coordinator

Search Engine Marketing Coordinator

Advertising and Promotions Planner

Advertising Account Coordinator

Assistant Product Manager

Courses

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

Digital Marketing - Owned Media

Marketing Analytics

Advertising, Promotion and Public Relations

The Digital Customer Experience

Visual Communication Design

Digital Marketing - Paid Media

Note: See website for specific terms and course listings.

More information



Website:
sheridancollege.ca



Facebook:
facebook.com/sheridaninstitute



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



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tours.sheridancollege.ca