

**Program Profile for Second Career – 2019/2020  
Advertising and Marketing Communications – (PADMK)  
Ontario College Diploma – Two Year Program**

INSTITUTION INFORMATION	
<b>Name of Institution:</b>	Sheridan College
<b>Locations:</b>	<p>Hazel McCallion Campus: 4180 Duke of York Boulevard Mississauga, ON L5B 0G5 905-845-9430</p> <p>Website Address: <a href="http://www.sheridancollege.ca">www.sheridancollege.ca</a></p> <p>All Sheridan campuses are accessible by local public transit, with convenient connections to GO Transit. Visit: <a href="http://www.sheridancollege.ca/about/campus-locations.aspx">http://www.sheridancollege.ca/about/campus-locations.aspx</a></p>
<b>Contact Person:</b>	<p>Second Career Coordinator: Andrew Gottfried</p> <p>Phone: 905-459-7533 or 905-845-9430 ext. 2929 Fax: 905-874-4385 E-mail: <a href="mailto:secondcareer@sheridancollege.ca">secondcareer@sheridancollege.ca</a></p>
<b>Application Process/Offer of Admission/Letter of Acceptance:</b>	<ol style="list-style-type: none"> <li>1. Please review Sheridan’s full-time program admission requirements outlined below under <b>Program-Specific Admission Requirements</b>. Please note that to be extended an offer of admission to Sheridan and obtain an acceptance letter, you are required to meet the admission requirements. We will be pleased to speak with you about your program of interest and Second Career funding.</li> <li>2. Please attend a Sheridan Second Career Information Session - times and locations are noted at <a href="http://www.sheridancollege.ca/admissions/how-to-apply/second-career/info-sessions.aspx">http://www.sheridancollege.ca/admissions/how-to-apply/second-career/info-sessions.aspx</a></li> <li>3. Please apply to your program choice through the Ontario Colleges website at: <a href="http://www.ontariocolleges.ca">www.ontariocolleges.ca</a>. There is a \$95 non-refundable application fee, payable to Ontario Colleges.</li> <li>4. If Sheridan determines you do not meet the admission requirements through transcripts or testing, we will provide you with information about how you can most efficiently obtain the necessary prerequisites.</li> <li>5. If you are accepted into your program choice, you will receive an offer of admission and, subsequently, a “Confirmation of Acceptance Letter”, which you will submit with your Second Career funding application.</li> </ol>
<b>Certification of School:</b>	Sheridan is an Ontario Public College and is certified to issue T2202A tax receipts.
<b>Advanced Standing:</b>	Visit our Pathways website for information at: <a href="http://myotr.sheridaninstitute.ca/mypathways.html">http://myotr.sheridaninstitute.ca/mypathways.html</a>

**Program Profile for Second Career – 2019/2020**  
**Advertising and Marketing Communications – (PADMK)**  
**Ontario College Diploma – Two Year Program**

PROGRAM INFORMATION				
<b>Program Name/ Credential:</b>	Advertising and Marketing Communications Ontario College Diploma			
<b>Program-Specific Admission Requirements:</b>	<a href="https://academics.sheridancollege.ca/programs/advertising-and-marketing-communications-management/admission-requirements">https://academics.sheridancollege.ca/programs/advertising-and-marketing-communications-management/admission-requirements</a>			
<b>Program Offered SEPTEMBER 2019</b>	<b>1</b>	Sept. 3, 2019 To Dec. 13, 2019	<b>2</b>	Jan. 6, 2020 To Apr. 17, 2020
<b>Start/End dates by semester</b>	<b>3</b>	Sept. 8, 2020 To Dec. 18, 2020	<b>4</b>	Jan 11, 2021 To Apr. 23, 2021
<b>Program Offered JANUARY 2020</b>	<b>1</b>	Jan. 6, 2020 To Apr. 17, 2020	<b>2</b>	May 4, 2020 To Aug.14, 2020
<b>Start/End dates by semester</b>	<b>3</b>	Sept. 8, 2020 To Dec. 18, 2020	<b>4</b>	Jan 11, 2021 To Apr. 23, 2021
<b>Program Length/ Hours/Weeks:</b>	<p>This is a 2 year full time program: 4 semesters of 15 weeks each with 1 reading (break) week.</p> <p>Classes are approximately 18 to 28 hours per week; hours are between 8:00a.m. and 10:00p.m., Monday to Friday.</p> <p><u>Programs starting in September</u> have a holiday break of approximately 3 weeks.</p> <p><u>Programs starting in January and May</u> run continuously over 16 months (no summer break). The holiday break is approximately 3 weeks, and breaks between semesters are 2 weeks.</p> <p>Students will be notified about their class schedule prior to the beginning of each semester.</p>			
<b>Class Size:</b>	Approximately 35			
<b>Course Outline:</b>	<a href="http://www.sheridancollege.ca/academics/programs-and-courses/course-outline-search.aspx">http://www.sheridancollege.ca/academics/programs-and-courses/course-outline-search.aspx</a>			

**Program Profile for Second Career – 2019/2020  
Advertising and Marketing Communications – (PADMK)  
Ontario College Diploma – Two Year Program**

<p><b>Registration Fee:</b>  (applicable at time of publication – subject to change without notice)</p>	<p>The \$95 non-refundable application processing fee paid to Ontario Colleges covers application processing for <b>one</b> application cycle.</p>
<p><b>Annual Tuition:</b>  (applicable at time of publication – subject to change without notice)</p>	<p><a href="https://academics.sheridancollege.ca/programs/advertising-and-marketing-communications-management/financial/domestic">https://academics.sheridancollege.ca/programs/advertising-and-marketing-communications-management/financial/domestic</a></p> <p><b>PLEASE NOTE THE TUITION AMOUNT YOU OBTAIN FROM THE HYPERLINK IS FOR <u>ONE YEAR ONLY</u>.</b></p> <p>Tuition fees are regulated by the Ministry of Advanced Education and Skills Development. By action of the Ontario government, a change may be made to <b>YEAR ONE AND/OR YEAR TWO tuition</b>. For purposes of your research, please use the <b>YEAR ONE</b> tuition <b>FOR THE SECOND YEAR ESTIMATE</b>.</p> <p>As the Fee Guide is prepared in advance, Sheridan reserves the right to make changes due to errors and omissions. Additional fees will apply for some programs with a modified curriculum. All information provided is current as of publication.</p>
<p><b>Parking:</b>  (applicable at time of publication – subject to change without notice)</p>	<p><a href="http://www.sheridancollege.ca/life-at-sheridan/campus-services/parking.aspx">http://www.sheridancollege.ca/life-at-sheridan/campus-services/parking.aspx</a></p>
<p><b>Book Costs:</b>  (applicable at time of publication – subject to change without notice)</p>	<p>Approximately \$200.00 per semester – 5% tax included</p>

**Program Profile for Second Career – 2019/2020**  
**Advertising and Marketing Communications – (PADMK)**  
**Ontario College Diploma – Two Year Program**

<p><b>Other Costs:</b></p>	<p><b>Mobile Computing</b>  This program is a Mobile Computing program. Mobile Computing programs require the use of a laptop as a mandatory component of curriculum during academic terms. New students in mobile computing programs must bring a laptop of their choice that will meet the program’s requirements. Please visit <a href="https://it.sheridancollege.ca/mobile/index.html">https://it.sheridancollege.ca/mobile/index.html</a> for important information about the laptop requirement.</p> <p><b>Locker Fee</b> - \$15 for one semester, \$25 for two semesters, and \$35 for one academic year (September – August). All students must provide their own lock. Payment will be by debit or credit card only. Please see the following link for more details. <a href="https://www.sheridancollege.ca/life-at-sheridan/campus-services/parking.aspx">https://www.sheridancollege.ca/life-at-sheridan/campus-services/parking.aspx</a></p> <p>Please note <b>ALL COSTS are approximate</b> and subject to change without notice.</p>
<p><b>Payment Policy for Second Career:</b></p>	<p>Please refer to your Fees Invoice for tuition deadlines as dates vary depending on when you accept an offer.</p>
<p><b>Withdrawal/Refund Policy</b></p>	<p>Students must officially withdraw from Sheridan post-secondary programs via the “Application for Term or Complete Program Withdrawal” form by the 10<sup>th</sup> day of scheduled classes</p> <p>All fees are subject to a \$500 non-refundable registration charge, in accordance with policy set by the Ministry of Advanced Education and Skills Development.</p> <p>Any refund, less the non-refundable registration charge, will be refunded to the student in the form of a cheque. Students who pay for two or more terms in advance will receive a full refund of second semester fees providing the withdrawal is received prior to the fee payment deadline date of the subsequent term.</p> <p>Please note: As a Second Career-funded student, all refunds are to be returned to your funder.</p>
<p><b>Your Second Career and Career Opportunities</b></p>	<p><a href="https://academics.sheridancollege.ca/programs/advertising-and-marketing-communications-management/career-opportunities">https://academics.sheridancollege.ca/programs/advertising-and-marketing-communications-management/career-opportunities</a></p>
<p><b>Method of Instruction:</b></p>	<p>Courses are instructor-led. Students will engage in a variety of applied learning and experiential activities and will complete projects.</p>

**Program Profile for Second Career – 2019/2020**  
**Advertising and Marketing Communications – (PADMK)**  
**Ontario College Diploma – Two Year Program**

<b>Equipment Availability:</b>	Students will have access to computers in open access computer labs.
<b>Instructor Qualifications:</b>	<p>Our faculty is hired based on a combination of industry experience and academic qualifications. Most full-time faculty have relevant Master's degrees and/or professional certifications where applicable.</p> <p>Our faculty is provided with opportunities to engage in professional development to ensure currency in their field and proficiency in teaching adults.</p>
<b>Curriculum Design:</b>	<p>All programs are designed and kept up to date with input from Program Advisory Committees which include representation from employers and industry organizations.</p> <p>The Centre for Teaching and Learning at Sheridan oversees the design of new programs and courses and maintains a schedule of program review to keep programs up to date.</p>
<b>Evaluation of Instructors, Courses and Programs:</b>	<p>Students have the opportunity to complete a formal evaluation of the course and instructor at the end of each course.</p> <p>In addition, students can participate in the Student Satisfaction Survey to evaluate their program.</p> <p>Public colleges must survey students, graduates and employers as mandated by the Ministry of Advanced Education and Skills Development to obtain information on Key Performance Indicators (KPIs). Please visit: <a href="http://www.sheridancollege.ca/about/administration-and-governance/kpi.aspx">http://www.sheridancollege.ca/about/administration-and-governance/kpi.aspx</a></p>
<b>Physical Facilities:</b>	<p>Sheridan classrooms and campus facilities are accessible and are designed to support a wide range of applied learning activities. Classrooms and labs are equipped with modern technology, including digital AV teaching and learning aids.</p> <p>Our Trafalgar, Davis and Hazel McCallion campuses have physical fitness facilities, full-service cafeterias, modern learning resource centres and vibrant student centres which contribute to supporting student learning and life. Each campus has attractive grounds that provide a relaxing counterpoint to the hustle and bustle of student activity.</p>

**Program Profile for Second Career – 2019/2020  
Advertising and Marketing Communications – (PADMK)  
Ontario College Diploma – Two Year Program**

<p><b>Additional Supports and Resources:</b></p>	<p>As a public college, Sheridan is able to offer a full range of student services and supports. Please review our services by visiting:   <a href="http://www.sheridancollege.ca/life-at-sheridan/student-services.aspx">http://www.sheridancollege.ca/life-at-sheridan/student-services.aspx</a></p>
<p><b>Accessibility:</b></p>	<p>The Accessible Learning Services Office facilitates equal access for eligible students with disabilities by coordinating reasonable academic accommodations and support services. For more information on student accommodations, please visit:   <a href="http://www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services.aspx">http://www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services.aspx</a></p>
<p><b>Key Performance Indicators (KPI) - (graduation, employment rates)</b></p>	<p><a href="https://www.sheridancollege.ca/about/administration-and-governance/kpi.aspx">https://www.sheridancollege.ca/about/administration-and-governance/kpi.aspx</a></p>

**ADDITIONAL NOTES**

**All information current at time of publication - subject to change without notice.**