

## INSTITUTION INFORMATION

<b>Name of Institution:</b>	Sheridan College
<b>Location:</b>	Programs are currently being offered virtually. Please visit <a href="https://caps.sheridancollege.ca">https://caps.sheridancollege.ca</a> for delivery details.
<b>Contact Person:</b>	Second Career Coordinator: Andrew Gottfried  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>
<b>Application Process / Offer of Admission/Letter of Acceptance:</b>	Please visit the <a href="#">CAPS website</a> for admission process details.  E-mail <a href="mailto:secondcareer@sheridancollege.ca">secondcareer@sheridancollege.ca</a> to request a 'letter of intent' once you've decided the program is the right one for you and you want to apply for the funding.
<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 INFORMATION

<b>Program Name/ Credential:</b>	Digital Marketing Foundations / Recognition of Achievement
--------------------------------------	--

<b>Program-Specific Admission Requirements:</b>	<a href="https://caps.sheridancollege.ca/products/digital-marketing-management.aspx">https://caps.sheridancollege.ca/products/digital-marketing-management.aspx</a>								
<b>Program Offered JAN 2021</b>  <b>Start/End dates by semester</b>	<b>1</b> Jan 12, 2021 To Apr 23, 2021	<b>2</b> May 11, 2021 To Aug 25, 2021	<b>3</b> Sept. 7, 2021 To Dec. 17, 2021		<b>Program Offered MAY 2021</b>  <b>Start/End dates by semester</b>	<b>1</b> May 11, 2021 To Aug 25, 2021	<b>2</b> Sept. 7, 2021 To Dec. 17, 2021	<b>3</b> Jan. 10, 2022 To Apr. 22, 2022	
<b>Program Offered SEPTEMBER 2021</b>  <b>Start/End dates by semester</b>	<b>1</b> Sept. 7, 2021 To Dec. 17, 2021	<b>2</b> Jan. 10, 2022 To Apr. 22, 2022	<b>3</b> May 9, 2022 To Aug. 19, 2022		<b>Program Offered JAN 2022</b>  <b>Start/End dates by semester</b>	<b>1</b> Jan. 10, 2022 To Apr. 22, 2022	<b>2</b> May 9, 2022 To Aug. 19, 2022	<b>3</b> Sept 7, 2022 To Dec 21, 2022	
<b>Program Offered MAY 2022</b>  <b>Start/End dates by semester</b>	<b>1</b> May 9, 2022 To Aug. 19, 2022	<b>2</b> Sept 7, 2022 To Dec 21, 2022	Jan. 9, 2023 To April 21, 2023						
<b>Program Length/ Hours/Weeks:</b>	<p>Program duration (weeks): 42 Total instructional hours: 126</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 8 months (no summer break), with two weeks between semesters.</p> <p>Students will be notified about their class schedule prior to the beginning of each semester.</p>								
<b>Class Size:</b>	Approximately 35								

**Program Profile for Second Career – 2021/2022**  
**Digital Marketing Foundations**  
**Recognition of Achievement - One Year Program**

**Course Outline:**

<https://www.sheridancollege.ca/programs/courses/course-outline-search>

<p><b>Annual Tuition:</b></p> <p><b>(applicable at time of publication – subject to change without notice)</b></p>	<p><b>\$786.94</b></p> <p><a href="https://caps.sheridancollege.ca/products/digital-marketing-management.aspx">https://caps.sheridancollege.ca/products/digital-marketing-management.aspx</a></p> <p>Tuition fees are regulated by the Ministry of Advanced Education and Skills Development and a change could be made by action of the Ontario Government.</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></p> <p><b>(applicable at time of publication – subject to change without notice)</b></p>	<p><a href="https://epark.sheridancollege.ca/">https://epark.sheridancollege.ca/</a></p>
<p><b>Book Costs:</b></p> <p><b>(applicable at time of publication – subject to change without notice)</b></p>	<p>\$169.90</p>
<p><b>Other Costs:</b></p>	<p>Ancillary fees - \$122.7</p>
<p><b>Payment Policy for Second Career:</b></p>	<p>Purchase your course from our <a href="#">CAPS website</a> when the courses become available and provide your receipt to your ministry.</p>

<p><b>Withdrawal/Refund Policy</b></p>	<p>For refunds or withdrawals, please visit:  <a href="https://caps.sheridancollege.ca/student-guide/transfers-refunds-and-withdrawals.aspx">https://caps.sheridancollege.ca/student-guide/transfers-refunds-and-withdrawals.aspx</a></p> <p>Please note: As a Second Career-funded student, all refunds are to be returned to your funder.</p>
--	---

**Program Profile for Second Career – 2021/2022  
Digital Marketing Foundations  
Recognition of Achievement - One Year Program**

<p><b>Your Second Career and Career Opportunities:</b></p>	<p>This program is designed to cover the fundamental aspects of digital marketing management and delve deeper into the areas of Social Media Marketing Strategies, and Search Engine Marketing.</p>
<p><b>Please identify the main skill learners can expect to gain upon completion of the micro-credential</b></p>	<ul style="list-style-type: none"> <li>• Learners will gain an understanding of effective strategies and techniques for this online marketing channels to help organizations maximize their potential as well as consultants and entrepreneurs.</li> </ul>
<p><b>Method of Instruction:</b></p>	<p>online</p>
<p><b>Equipment Availability:</b></p>	<p>Students will have access to computers in open access computer labs.</p>
<p><b>Instructor Qualifications:</b></p>	<p>Our faculty is hired based on a combination of industry experience and academic qualifications. Most 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>
<p><b>Curriculum Design:</b></p>	<p>All programs are designed and kept up to date with input from Research and Innovation teams 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>
<p><b>Evaluation of Instructors, Courses and Programs:</b></p>	<p>Students have the opportunity to complete a formal evaluation of the course and instructor at the end of each course.</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="https://www.sheridancollege.ca/about/administration-governance/policies-accountability/key-performance-indicators">https://www.sheridancollege.ca/about/administration-governance/policies-accountability/key-performance-indicators</a></p>

<p><b>Physical Facilities:</b></p>	<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. 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>
<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="https://www.sheridancollege.ca/student-life/student-services">https://www.sheridancollege.ca/student-life/student-services</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="https://www.sheridancollege.ca/student-life/student-services/accessible-learning-services">https://www.sheridancollege.ca/student-life/student-services/accessible-learning-services</a></p>
<p><b>Key Performance Indicators (KPI) - (graduation, employment rates)</b></p>	<p><a href="https://www.sheridancollege.ca/about/administration-governance/policies-accountability/key-performance-indicators">https://www.sheridancollege.ca/about/administration-governance/policies-accountability/key-performance-indicators</a></p>

**ADDITIONAL NOTES**

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