

INSTITUTION INFORMATION	
Name of Institution:	Sheridan College
Location:	Programs are currently being offered virtually and online. Please visit https://caps.sheridancollege.ca for delivery details.
Contact Person:	Second Career Coordinator: Andrew Gottfried Phone: 905-459-7533 or 905-845-9430 ext. 2929 Fax: 905-874-4385 E-mail: secondcareer@sheridancollege.ca
Application Process / Offer of Admission/Letter of Acceptance:	Please visit the CAPS website for admission process details. E-mail secondcareer@sheridancollege.ca 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.
Certification of School:	Sheridan is an Ontario Public College and is certified to issue T2202A tax receipts.
Advanced Standing:	Visit our Pathways website for information at: http://myotr.sheridaninstitute.ca/mypathways.html

PROGRAM INFORMATION	
Program Name/ Credential:	Digital Marketing Foundations / Recognition of Achievement

Program-Specific Admission Requirements:	https://caps.sheridancollege.ca/products/digital-marketing-management.aspx					
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Program Offered SEPTEMBER 2022 Start/End dates by semester	1 Sept 12, 2022 to Dec 16, 2022	2 Jan 9, 2023 to Apr 14, 2023	3 May 9, 2023 to Aug 11, 2023			
Program Offered JAN 2023 Start/End dates by semester	1 Jan 9, 2023 to Apr 14, 2023	2 May 9, 2023 To Aug. 19, 2023	3 Sept 12, 2023 To Dec 16, 2023			
Program Offered MAY 2023 Start/End dates by semester	1 May 9, 2023 to Aug 19, 2023	2 Sept 12, 2023 to Dec 16, 2023	3 Jan 8, 2024 To April 19, 2024			
Program Length/ Hours/Weeks:	<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>					
Class Size:	Approximately 35					

Program Profile for Second Career – 2022/2023
Digital Marketing Foundations
Recognition of Achievement - One Year Program

Course Outline:

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

<p>Annual Tuition:</p> <p>(applicable at time of publication – subject to change without notice)</p>	<p>\$786.94</p> <p>https://caps.sheridancollege.ca/products/digital-marketing-management.aspx</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>Parking:</p> <p>(applicable at time of publication – subject to change without notice)</p>	<p>https://epark.sheridancollege.ca/</p>
<p>Book Costs:</p> <p>(applicable at time of publication – subject to change without notice)</p>	<p>\$169.90</p>
<p>Other Costs:</p>	<p>Ancillary fees - \$122.7</p>
<p>Payment Policy for Second Career:</p>	<p>Purchase your course from our CAPS website when the courses become available and provide your receipt to your ministry.</p>

<p>Withdrawal/Refund Policy</p>	<p>For refunds or withdrawals, please visit: https://caps.sheridancollege.ca/student-guide/transfers-refunds-and-withdrawals.aspx</p> <p>Please note: As a Second Career-funded student, all refunds are to be returned to your funder.</p>
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**Program Profile for Second Career – 2022/2023
Digital Marketing Foundations
Recognition of Achievement - One Year Program**

<p>Your Second Career and Career Opportunities:</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>Please identify the main skill learners can expect to gain upon completion of the micro-credential</p>	<ul style="list-style-type: none"> • 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.
<p>Method of Instruction:</p>	<p>online</p>
<p>Equipment Availability:</p>	<p>Students will have access to computers in open access computer labs.</p>
<p>Instructor Qualifications:</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>Curriculum Design:</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>Evaluation of Instructors, Courses and Programs:</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: https://www.sheridancollege.ca/about/administration-governance/policies-accountability/key-performance-indicators</p>

<p>Physical Facilities:</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>Additional Supports and Resources:</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: https://www.sheridancollege.ca/student-life/student-services</p>
<p>Accessibility:</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: https://www.sheridancollege.ca/student-life/student-services/accessible-learning-services</p>
<p>Key Performance Indicators (KPI) - (graduation, employment rates)</p>	<p>https://www.sheridancollege.ca/about/administration-governance/policies-accountability/key-performance-indicators</p>

ADDITIONAL NOTES

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