

## Marketing Management

Ontario College Graduate Certificate Program  
Hazel McCallion Campus

Program Code: **PMKMC**

**Please note:** This is a sample Supplemental Admission Requirements Information Sheet for reference purposes only. A full copy of the Supplemental Admission Requirements Sheet will only be made available to applicants to **Marketing Management**.

If you require this information in an accessible format, please contact: [registrar@sheridancollege.ca](mailto:registrar@sheridancollege.ca)

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### Selection Process for Applicants

Eligible applicants are selected on the basis of their previous academic achievement, demonstrated experience and language skills. Selected applicants may be required to provide further information regarding their suitability for a career in this field.

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

Applicants selected for the program will be notified through their Sheridan email account. Decisions will not be released over the phone. Fee, registration and timetable information will follow. Classes for each term will begin on the following dates:

Start Date	Academic Term
Tuesday, September 6, 2022	Fall Term
Monday, January 9, 2023	Winter Term

## **Academic Integrity**

By submitting your Admission Requirements, you are agreeing to comply with Sheridan's Academic Integrity Policy. The Academic Integrity Policy states:

Sheridan College is committed to upholding the highest standards of academic integrity. The International Centre for Academic Integrity (ICAI) defines academic integrity as "a commitment, even in the face of adversity, to six fundamental values: honesty, trust, fairness, respect, responsibility, and courage. From these values flow principles of behavior that enable academic communities to translate ideals into action".

Applicants who are found to have falsified transcripts, cheated on admission tests, or submitted fraudulent documents or in any other way attempted to circumvent the admissions process in a manner inconsistent with the principles of academic integrity, will not be granted admission to the College. Those applicants will be ineligible for admission to any Sheridan program or course for a period of not less than 5 years, after which admission to the College will be reviewed on a case-by-case basis.

For programs where a portfolio submission is required as part of the admission process, portfolio work should represent an applicant's own ideas, writing, projects and creations. Where others have contributed, or non-original ideas have been included, applicants will give proper recognition and reference.

## Additional Admission Requirements

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After applying to the program, some applicants will be required to submit additional admission requirements online and will receive official submission instructions. It's in your best interest to apply as soon as possible.

In order to continue processing your application, you must submit a single document that includes both your [résumé](#) and one-page [cover letter](#) via the [Sheridan Applicant Portal](#). The online submission system opens **November 8, 2021**.

### RÉSUMÉ

Your résumé must outline your academic background and business/work experience.

### COVER LETTER

Your cover letter (one page maximum) must describe why at this point in your life/academic career you feel a post-graduate level program in marketing is the right choice. Your letter should also illustrate your personal or professional goals and explain how this program will assist you to achieve these goals. Overall, your letter must convey a demonstrated interest in marketing, as well as a keen desire to learn.

**NOTE:** Résumé and cover letter formats vary by country. Applicants must ensure their documents follow Canadian format and standards. You can find more information regarding how to write your résumé [here](#).

## Additional Information

- **Mobile Computer Technology**  
Students are required to have a Sheridan approved laptop to participate in the program. Laptop specifications will be announced in early summer 2022. At that time, please check the Sheridan website at: <https://it.sheridancollege.ca/laptop-requirements/requirements.html>
- **Language Skills**  
Strong written and oral skills are required for success in this program.
- **Check your Sheridan email account frequently**  
Many of the communications you receive from Sheridan come to you exclusively via your Sheridan email account.
- **This is a full-time program**  
Students should be aware that this is a full-time program requiring full-time study. Full-time employment in addition to this full-time program is cautioned.
- If you require assistance with your submission, please call 905-845-9430 and select Option 4 to speak with an Information Specialist in our Contact Centre.