

PILON SCHOOL OF BUSINESS

Advertising – Account Management

Sheridan's Advertising – Account Management graduate program gives you the skills you need to develop professional advertising campaigns.

94% **Employer Satisfaction***
with the knowledge and skills that our graduates possess.

**Ontario College
Graduate Certificate**

Program Code: PADAC

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

**Ontario College
Graduate Certificate**

Program Code: PADAM



Get ready for a career in advertising strategy and management.

Prepare for a career in advertising

In this one-year graduate certificate program, you'll learn to plan, develop and create complete digital and traditional advertising campaigns. You'll graduate with confidence, ready to contribute your skills to a professional advertising agency.

Co-op option: Get advertising work experience

Co-op experience can make all the difference. As an advertising student at Sheridan, you can apply for a four-month co-op work term. This on-the-job experience can be just the career boost you need to land a great job in advertising. Our co-op program is competitive — you'll need to meet certain requirements to qualify.

Create an integrated marketing communications campaign

Set your business objectives. Research your target audience. Learn how advertising and marketing communications can influence consumer behaviour. Then, use industry-standard software to create an integrated advertising campaign that combines traditional, digital and social media strategies. As an advertising professional, you'll understand target markets and develop messaging that speaks to the consumer.

Admission Requirements

Program Eligibility

- Postsecondary diploma or degree.

and/or

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

Applicant Selection

Eligible applicants will be 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 Advertising are not considered eligible for this program due to duplication in course content.

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

Graduates of our Advertising – Account Management graduate certificate program go on to rewarding careers in advertising management.

HERE ARE SOME JOBS YOU MIGHT FIND:

Advertising Account Executive

Advertising Account Manager

Digital Strategist

Digital Content Manager

Social Media Community Manager

Media Strategist/Media Buyer/
Media Planner

Project Manager

Courses

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

Advertising Law & Ethics

Advertising Planning & Development

Marketing and Advertising Integration

Professional Advertising Sales Practices

Research Techniques &
Consumer Insights

Strategic Digital Planning

Note: See website for specific terms and course listings.

More information



Website:
sheridancollege.ca



Facebook:
facebook.com/sheridaninstitute



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



Visit us!

There's no better way to get a sense of Sheridan than with a personal visit. Book a tour and see for yourself!



tours.sheridancollege.ca