

PILON SCHOOL OF BUSINESS

# Advertising and Marketing Communications – Management

Sheridan's Advertising and Marketing Communications – Management program prepares you to hit the ground running in this fast-paced industry.

94%

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

**Ontario College Diploma**

**Program Code: PADMK**

Full-time | Hazel McCallion Campus | 2 yrs (4 semesters)

**Ontario College Advanced Diploma**

**Program Code: PAMCM**

Full-time | Hazel McCallion Campus | 3 yrs (6 semesters)



Get the skills you need to enter the fast-paced world of advertising.

## What you'll learn

This program focuses on how the planning and creative processes work together to produce powerful campaigns. Using the latest industry-specific software, you'll learn how to interpret market research data, develop strategies, design creative concepts, calculate media placement and other associated costs, estimate and evaluate campaign outcomes and engage in the media selling and buying process.

## Competitive edge

We work closely with industry partners to ensure graduates have a competitive advantage in the digital communications field. Graduates are invited to participate in the "Career Development Series" – comprehensive career preparation workshops that offer networking opportunities as well as resume and portfolio development specific to the advertising and marketing communications industry.

## The third-year advantage

Students enrolled in the three-year program build on their new skills by contributing to cross-disciplinary projects that culminate in a major project. Students also experience direct interaction with real clients/brands and industry participants. Courses unique to the third year include Creative Branding, Advertising Campaign Management, Advertising Law and Global Communications.

## Admission Requirements

### Program Eligibility

#### Ontario Secondary School Diploma or equivalent, including these required courses:

- One English, Grade 12 (ENG4C or ENG4U) with a minimum of 60%
- Minimum 65% overall average

or

Mature student status.

### Applicant Selection

Eligible applicants are selected on the basis of previous academic achievement (the average of their six highest senior-level credits, including required courses).

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.

\*Course duration for September starts (two-year program) is two academic years. Course duration for January starts (two-year program) is 16 months continuous.

### 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

Sheridan's Advertising and Marketing Communications graduates are highly regarded for their sound understanding of advertising and marketing communications strategies and tactics, well-rounded business skills and high level of professionalism. You'll be well equipped to begin an exciting career!

### HERE ARE SOME JOBS YOU MIGHT FIND:

Account Coordinator

Media Planner/Buyer

Marketing Coordinator

Media Sales Professional

Production Designer

Advertising Coordinator

Communications Specialist

## Courses

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

Advertising Law, Ethics and Society

Advertising Layout and Copywriting

Consumer Research Advertising Planning

Integrated Marketing Communications

Interactive Marketing

Strategic Media Planning

Note: See website for specific terms and course listings.

## More information



Website:  
[sheridancollege.ca](http://sheridancollege.ca)



Facebook:  
[facebook.com/sheridaninstitute](https://facebook.com/sheridaninstitute)



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



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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](http://tours.sheridancollege.ca)