

PILON SCHOOL OF BUSINESS

Honours Bachelor of Business Administration (Marketing Management)

Sheridan's Honours BBA (Marketing Management) program prepares you for an exciting career in marketing, advertising, promotion or sales.

94%

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

Honours Baccalaureate Degree

Program Code: PBBAM

Full-time | Hazel McCallion Campus | 4 yrs (8 semesters)



Gain the skills you need to excel in fast-paced marketing organizations.

What you'll learn

In Sheridan's Honours BBA (Marketing Management) program, you'll learn about the strategic role of marketing within an organization. You'll work with cross-functional teams to deliver competitive advantage and gain experience with real-world projects. As a student in this program, you'll also have access to a wealth of resources through the Canadian Marketing Association (CMA).

An innovative learning model

Our Honours Bachelor of Business Administration (BBA) programs feature an innovative experiential learning model that prepares you for the workplace. You won't get a lecture-style environment where you're asked to memorize content. Instead, you'll use collaboration, hands-on learning and experimentation to actively apply your knowledge and solve business problems that simulate the real world.

Creative Learning Portfolio

In our Honours BBA programs, you'll build a Creative Learning Portfolio (CLP) that helps you on your self-discovery journey — and in the job market. The CLP is an electronic portfolio that explores your passions, purpose, career and personal goals. Featuring course reflections, learning experiences and work samples, your CLP will help you showcase your skills to potential employers.

Admission Requirements

Program Eligibility

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

- English, Grade 12 (ENG4U or equivalent) with a minimum 65%

PLUS

- Mathematics, Grade 12 Advanced Functions (MHF4U or equivalent) with a minimum 60%, or Grade 12 Calculus and Vectors (MCV4U or equivalent) with a minimum 60%, or successful completion of Sheridan's Mathematical Functions for Business (MATH18263) course with a minimum 60%, offered through Continuing and Professional Studies.
- Four other Grade 12 credits (U or M or equivalent) with a minimum 60%
- Minimum 65% overall average

OR

- Two semesters of postsecondary education, including required courses, with a minimum of 65% overall average.

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.

Ministry Consent

Sheridan has been granted a consent by the Ministry of Advanced Education and Skills Development to offer this applied degree for a seven-year term starting December 17, 2013. Sheridan will ensure that all students admitted to the Honours Bachelor of Business Administration program during the period of consent will have the opportunity to complete the program within a reasonable time frame. Credentials earned during the period of consent remain valid, even if Ministry consent to offer the program is withdrawn in the future. Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g. acceptable to potential employers, professional licensing bodies, or other educational institutions).

Sheridan Degree Entrance

Scholarship: Fall 2019

Sheridan is pleased to provide an Entrance Scholarship to select applicants in specific degree programs. See this program's Fees & Financial Aid page for details.

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 Sheridan's Honours Bachelor of Business Administration – Marketing Management program will be ready for careers in a broad range of business-to-business and business-to-consumer marketing roles.

HERE ARE SOME JOBS YOU MIGHT FIND:

Account Manager

Market Research Analyst

Marketing Coordinator

Brand Manager

Sales Representative

Digital Marketing Coordinator

Marketing and
Communications Specialist

Courses

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

Consumer Behaviour

Digital Marketing

Integrated Marketing Communications

Marketing Analysis

Sales Strategies & Methods

Marketing Innovation

Note: See website for specific terms and course listings.

More information



Website:
sheridancollege.ca



Facebook:
facebook.com/sheridaninstitute



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



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tours.sheridancollege.ca