

PILON SCHOOL OF BUSINESS

# Honours Bachelor of Business Administration (Marketing Management)

Sheridan's Marketing Management degree 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.**

## Learn modern strategies from industry professionals

Marketing isn't just about promotions and ads. Learn how to build a marketing plan through market research, marketing strategy and working in tandem with all areas of a business. Sheridan's marketing instructors bring passion and industry experience into the classroom while ensuring curriculum is constantly updated to meet current industry demands.

## Specialize or diversify your marketing knowledge

In the first two years of your studies, you'll build a solid foundation in general business fundamentals. Beginning in Year 3, you can choose from a range of electives, allowing you to specialize in one area of marketing or branch out across various fields. You'll also put your new skills to work during a mandatory internship and optional co-op.

## Collaborative and hands-on learning

Today's work world has changed. Top employability skills now include critical thinking, collaboration across networks and leading by influence, communication and entrepreneurship. Our small classes and experiential learning approach promote the development of these skills through constant interaction with your professors and peers.

## 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.

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



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



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