

PILON SCHOOL OF BUSINESS

Business Marketing

Hands-on learning, expert professors and small classes will help prepare you for a career in marketing, advertising, promotions or sales.

94%

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

Ontario College Diploma

Program Code: PBUMK

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



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

Marketing lectures supported by experiential learning

At Sheridan, we believe the best way to learn is by doing. Put your new marketing skills to work through collaborative assignments, hands-on applications, case analyses and industry projects. When you graduate, you'll have first-hand knowledge of various marketing concepts, including analysis, planning, selling, report writing, graphics, presentations, social media and promotion.

Build a foundation of general business knowledge

Marketers are the heart of business, working in tandem with many areas of their companies. You'll learn about those areas during a foundational first year, studying topics such as accounting, finance, human resources and communications. Understanding your company's strategies and challenges will help you write better marketing plans and recommend actions to keep your organization competitive.

Learn from experienced professors in small classes

Work closely with marketing experts who have decades of industry experience! Our business professors bring real-world perspective to the classroom. They'll support your learning in classes that are typically capped at 40 students — an ideal number for fostering a dynamic and diverse environment.

Admission Requirements

Program Eligibility

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

- One English, Grade 12 (ENG4C or ENG4U), minimum 60%

plus

- One Mathematics, Grade 12 (C or U) or mathematics, Grade 11 (M or U*) *MBF3C does not meet this requirement.
- Minimum 65% overall average required for PBUSP, PBAMK, PBUMK
- Minimum 70% overall average required for PBAMC

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.

Transferring from an Ontario College

Business students who have successfully completed one or two years of their program can easily transfer their credits to another college in the province. A system-wide agreement is in place at Sheridan and other colleges, permitting students to transfer among all college business programs across Ontario. The agreement means that business students in programs such as Business General, Human Resources, Accounting and Marketing will receive full credit for their completed courses. Given the high enrolment of business programs, these pathways provide additional flexibility for a significant number of students. Interested students should apply at ontariocolleges.ca using the appropriate program entry level at the new college. For more information, email infosheridan@sheridancollege.ca

Program Duration

Program duration for September starts is two academic years. Program duration for January starts 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

The strong marketing foundation and general business knowledge you'll gain in our Business Administration – Marketing diploma program will prepare you for success in a wide variety of industries and roles.

YOU MAY FIND EMPLOYMENT IN ROLES SUCH AS:

Associate Product Manager

Marketing Assistant

Sales Representative

Digital Marketing Assistant

Social Media Strategist

Agency Account Assistant

Marketing Promotions Manager

Business Development Manager

Courses

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

Digital Platforms

Marketing Analysis and Planning

Professional Selling

Marketing Promotion Management

Managing Market Opportunities

Marketing Financial Analysis

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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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