PILON SCHOOL OF BUSINESS

Marketing Management

In just one year, Sheridan's Marketing Management program gives you the digital marketing skills employers want and need.

**Things you’ll learn to do**
- Apply search engine marketing, social media promotion and marketing analytics principles to optimize your organization’s marketing efforts.
- Learn basic marketing graphics skills to create support materials such as brochures, newsletters and web page updates.
- Write marketing and communications plans.

**Co-op experience**
Following eight months of classroom instruction, eligible students will have the opportunity to participate in a four-month cooperative education placement. Note that this is a competitive process and only qualified students are accepted. Working in the marketing field, you’ll apply your in-class learning and gain valuable work experience that may boost your career—and help you land a great job.

**Mobile computing gives flexibility**
Working online is an essential skill in the workplace, and an integral part of our program. A laptop computer is mandatory. During the program, you’ll use the computer to collaborate with your classmates on various assignments. In our online environment, you’ll also have 24/7 access to class materials and notes and communicate with other students and your professors in our online chat room.

* 2018 Key Performance Indicator (KPI) survey results produced by the Ontario Government, Colleges Ontario and student associations. Percentage shown reflects the average employer satisfaction across all Sheridan programs over the last five years.
**Admission Requirements**

**Program Eligibility**
- Postsecondary diploma or degree.
  
  **and/or**
  - Demonstrated competence through related work and/or educational experience.

**Applicant Selection**
Eligible applicants are 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 Business Administration – Marketing are not considered eligible for this program.

**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.

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**Career Opportunities**

As a graduate of Sheridan’s Marketing Management program, you’ll be primed for today’s job market and be ready to begin work. In just one year, you’ll gain real skills you can put to use right away.

**HERE ARE SOME JOBS YOU MIGHT FIND:**

- Social Media Coordinator
- Digital Marketing Coordinator
- Search Engine Marketing Coordinator
- Advertising and Promotions Planner
- Advertising Account Coordinator
- Assistant Product Manager

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**Courses**

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

- Advertising, Promotion and Public Relations
- CRM in a Social Media World
- Graphic Design
- International Marketing Management
- Online Content and Navigation
- Search Engine Marketing

Note: See website for specific terms and course listings.

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**More information**

- Website: sheridancollege.ca
- Facebook: facebook.com/sheridaninstitute
- Twitter: @sheridancollege

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**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

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All information provided is current as of publication and is subject to change. Refer to the website for the most current program information. Sheridan Marketing and Brand Strategy, July 10, 2020.