

PILON SCHOOL OF BUSINESS

# Business Administration – Marketing

Sheridan's Business Administration – Marketing program prepares you for an exciting career in marketing, advertising, promotion or sales.

93%

**Employer Satisfaction\***

with the knowledge and skills that our graduates possess.

**Ontario College Advanced Diploma**

**Program Code: PBAMC**

Full-Time | Hazel McCallion Campus | Co-op | 3 yrs (6 semesters)

**Ontario College Advanced Diploma**

**Program Code: PBAMK**

Full-Time | Hazel McCallion Campus, Davis Campus | 3 yrs (6 semesters)

**Ontario College Diploma**

**Program Code: PBUMK**

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



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

## Exceptional educators, innovative learning

Sheridan's business professors are not only seasoned educators, but also experienced professionals who are respected in the business community. In this program, you'll learn through collaborative assignments, hands-on application, case analyses and industry projects, which will prepare you to excel in your business career.

## Things you'll learn to do

- Write marketing plans that analyze the unique situation a firm faces, and recommend actions to keep the organization competitive.
- Develop and deliver sales presentations and advertising plans.
- Meet the needs of the changing marketing environment by using digital marketing tools within a strategic business context.

## Marketing electives give flexibility

Customize your education by choosing the marketing electives that meet your goals and interests. Get a broad marketing learning experience, or choose to specialize in areas such as digital marketing or sales. Our courses are continuously being updated and added to meet changing industry demands.

## 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](mailto:infosheridan@sheridancollege.ca)

### Program Duration

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

Refer to the website for full admission requirements.

## Career Opportunities

### HERE ARE SOME JOBS YOU MIGHT FIND:

Marketing and Sales Administrator  
Marketing Coordinator  
Advertising and Promotions Planner  
Assistant Product Manager

Sales Representative  
Advertising and Promotion Account Manager  
Digital Marketing Manager  
Social Media Manager

## Courses

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

Digital Marketing  
Entrepreneurship  
Global Marketing

Marketing Analysis and Planning  
Marketing Graphics  
Marketing Promotion Management

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)



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