

## Advertising – Account Management



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Ontario College Graduate Certificate | 1 year



Get ready for a career in advertising strategy and management.

### Prepare for a career in advertising

In this one-year graduate certificate program, you'll learn to plan, develop and create complete digital and traditional advertising and marketing communications campaigns. You'll graduate with confidence, ready to contribute your skills to a professional advertising agency or marketing department.

### Co-op option: Get advertising work experience

Co-op experience can make all the difference. As an advertising student at Sheridan, you can apply for a four-month co-op work term. This on-the-job experience can be just the career boost you need to land a great job in advertising. Our co-op program is competitive – you'll need to meet certain requirements to qualify.

### Create an integrated marketing communications campaign

Set your business objectives. Research your target audience. Learn how advertising and marketing communications can influence consumer behaviour. Then, use industry-standard software to create an integrated advertising campaign that combines traditional, digital and social media strategies. As an advertising professional, you'll understand target markets and develop messaging that speaks to the consumer.

# Career opportunities

Graduates of our Advertising – Account Management graduate certificate program go on to rewarding careers in advertising management.

## Here are some jobs you might find:

- Advertising Account Executive
- Advertising Account Manager
- Digital Strategist
- Digital Content Manager
- Social Media Community Manager
- Media Strategist/Media Buyer/Media Planner
- Project Manager
- Communications Specialist

# Courses

## Some of the courses you can expect to take in your program

- Principles of Advertising and Campaign Planning
- Media Campaign Strategy and Tactics
- Strategic Creative Development
- Professional Branding for Advertising Professionals
- Advertising Research Techniques & Consumer Insights
- Social Media and Content Marketing

# Admission requirements

## Program eligibility

- Postsecondary 3-year advanced diploma or
  - Postsecondary 3- or 4-year degree
- Or
- Postsecondary 2-year diploma\* and/or
  - Demonstrated competence through educational experience and/or related work experience\*

## Applicant selection

\*Applicants who apply with a postsecondary 2-year diploma or work experience will be requested to submit a supplemental admission requirement (submission), which includes details of related work experience, and a cover letter, which summarizes your career goals and reasons for wanting to take this program. The Office of the Registrar will update your application in the Sheridan Application Portal to let you know if a submission is required.

Eligible applicants will be selected based on previous academic achievement or academic achievement and the supplemental submission.

Graduates of Sheridan's diploma/advanced diploma program in Advertising are not considered eligible for this program due to duplication in course content.

## 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.

## How to apply:

5 easy steps

- 1 Find your program
- 2 Check the admission requirements
- 3 Apply online
- 4 Submit your documentation
- 5 Accept your offer

Ready to get started?

[sheridancollege.ca/apply](https://sheridancollege.ca/apply)



## International students

### Find out more about...

- Post-graduation work permit (PGWP) eligibility
- Admission requirements
- English language proficiency requirements
- Fees and financial aid
- Provincial Attestation Letters (PALs)

[sheridancollege.ca/international](https://sheridancollege.ca/international)