

# Sheridan

## Advertising and Marketing Communications – Management



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Ontario College Advanced Diploma | 3 years  
Hazel McCallion Campus (Mississauga)



Get the skills you need to excel in the fast-paced world of advertising.

### Master the fundamentals you need to succeed in advertising and marketing

In Advertising and Marketing Communications – Management, you'll learn the fundamentals of campaign planning and the creative process. You'll use industry software to interpret market research, develop strategies and learn basic design and copywriting. You'll engage in the planning, buying and selling of media for digital and traditional platforms. These skills are just the

beginning!  
[sheridancollege.ca](http://sheridancollege.ca)

### Take advanced communications courses and get hands-on experience

In third year, you'll take advanced advertising and marketing courses such as Creative Branding, Media Management, Advertising Campaign Management and Global Communications. You'll also put everything you've learned into practice with a specialty Capstone project. In this portfolio-building project, you'll develop a campaign proposal for a real business client from the community.

### Get work experience before you graduate with an advertising internship

Our mandatory 10-week marketing or advertising internship gives you valuable real-world work experience before you graduate. This field placement will also give you the chance to network, building contacts and connections in the communications field.

# Career Opportunities

Sheridan's Advertising and Marketing Communications – Management graduates are known for their advanced understanding of strategies and a high level of professionalism. Combining creative thinking with refined business skills, you'll be well-equipped to begin an exciting career!

## HERE ARE SOME JOBS YOU MIGHT FIND:

Communications Specialist  
Digital Account Coordinator  
Digital Account Manager  
Assistant Digital Buyer

Digital Marketing Coordinator  
Digital Content Coordinator  
Campaign Manager  
Assistant Media Buyer

# Courses

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

Communication Channel Planning  
Integrated Communications Plan (Capstone)

Creative Branding  
Strategic Consumer Insights for Campaign Planning

The Art and Business Science of Digital

## Admission Requirements

### Program Eligibility

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

- One English, Grade 12 (ENG4C or ENG4U) with a minimum of 60%
- Minimum 65% overall average

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 may be advised individually regarding other related programs.

\*Course duration for September starts is two academic years. Course 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.

## 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)



## Visit us!

Come say hello and get a feel for your future! We offer:

- Campus tours (in-person & virtual)
- Open Houses in the Spring and Fall
- Weekly webinars
- Career Advising Workshops



[sheridancollege.ca/future-students](https://sheridancollege.ca/future-students)