

Advertising and Marketing Communications

Ontario College Diploma | 2 years
Hazel McCallion Campus (Mississauga)



Scan here



**Create multimedia communications
for career success in the digital age.**

Develop breakthrough advertising for a digital world

- Identify lucrative target audiences and develop integrated media plans to reach them.
- Uncover consumer insights and create dynamic social media strategies and content.
- Harness digital tools to develop big ideas, taglines and landing pages.
- Calculate campaign costs and interpret digital analytics.
- Discover trends, learn about relevant laws and consider ethical implications.

Harness digital tools and software solutions

- Use industry leading technology platforms and cloud-based software to create and deploy campaigns.
- Master prompting techniques for Generative AI and bring your ideas to life using graphic design apps and tools.
- Manage and organize content using CRM systems and use cross-platform media measurement tools to find your audiences.
- Obtain digital certifications!

Gain practical skills from professional faculty

Our faculty are committed to a hands-on teaching approach. We all believe that the best way to learn is by doing. You'll engage in group projects, in-class workshops and real-world simulations that mirror the work of advertising professionals. This experiential learning method not only enhances understanding but also prepares you to hit the ground running in your career.

Career opportunities

Your future in advertising starts at Sheridan! Graduates from our program are known for their exceptional multimedia communication abilities, which prepare them to thrive in the digital-first advertising and communications industry.

Here are some jobs you might find:

- Social Media Specialist
- Integrated Campaign Planner
- Content Creator
- Influencer
- Assistant Media Planner or Buyer
- Digital Communications Specialist
- Small Business – Communications Professional
- Multimedia Campaign Specialist

Courses

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

- The Business of Advertising
- Creative Process and Digital Tools
- Digital Media Channels
- Creative Content Development
- Integrated Campaign Fundamentals
- Emerging Trends in Advertising

Fees

Fees displayed are for the first 2 academic semesters and include tuition, health insurance and ancillary charges. These are estimates only; subject to change. See website for details.

For Canadian students

- \$4,647.99 CAD

For international students

- \$19,158.99 CAD

Admission requirements

Program eligibility

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

- One English, Grade 12 (ENG4C or ENG4U)

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



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