

## Advertising and Marketing Communications



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



Create multimedia advertising for a rewarding career in a connected world.

### 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

- \$4,770.46 CAD

## For international students

- \$19,738.26 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

If you're at least 19 years old and missing any of the requirements above, you can meet these requirements by applying as a mature student. Mature students may be required to complete tests in English, math and/or science or take a FREE preparatory course through Sheridan's Academic Upgrading program.

## 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.

## 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)