

# Sheridan

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## Advertising and Marketing Communications



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



**Build business smarts and creative thinking for your communications career.**

### Learn the essentials of advertising and marketing communications

Our 2-year advertising and marketing diploma is designed to teach you everything you need to find communications jobs in Canada. You'll get foundational knowledge of the advertising business as you learn media development, creative management and account management. You'll also learn how to develop campaign proposals and determine budgets, getting creative in every aspect of your coursework.

### Work with industry-standard marketing and advertising technology

You'll work with technology that's vital to the modern advertising and marketing communications workplace. You'll use the same professional software employed by many advertising agencies to plan and create ad campaigns. You'll also learn search engine optimization (SEO), social media optimization (SMO), and how to work with popular social media platforms and their analytics tools.

### Learn from industry professionals in a hands-on environment

Sheridan's advertising and marketing courses are taught by faculty who have worked in the industry for years. With their experience in creative advertising and marketing communications, they create classrooms that mimic the workplace. You'll engage in individual projects and groupwork, master adding professional polish to presentations, and even learn how to write the perfect business email.

# Career opportunities

Sheridan's Advertising and Marketing Communications graduates are highly regarded for their sound understanding of advertising and marketing communications strategies and tactics, well-rounded business skills and high level of professionalism. You'll be well-equipped to begin an exciting career!

## Here are some jobs you might find:

- Communications Specialist
- Assistant Digital Buyer
- Assistant Media Buyer
- Assistant Media Planner
- Assistant Programmatic Buyer
- Campaign Manager
- Digital Account Manager
- Digital Marketing Coordinator

# Courses

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

- Emerging Trends in Advertising
- Consumer Research Advertising Planning
- Creative Content Development
- Programmatic and Digital Media
- Integrated Campaign Planning
- Business Development in a Digital Culture

# 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

- \$4,597.99 CAD

## For international students

- \$18,662.99 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](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)