

Sheridan

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Honours Bachelor of Business Administration (Marketing Management)



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Honours Baccalaureate Degree | 4 years



Gain the skills you need to excel in fast-paced marketing organizations.

Learn modern strategies from industry professionals

Marketing isn't just about promotions and ads. Learn how to build a marketing plan through market research, marketing strategy and working in tandem with all areas of a business. Sheridan's marketing instructors bring passion and industry experience into the classroom while ensuring curriculum is constantly updated to meet current industry demands.

Specialize or diversify your marketing knowledge

In the first two years of your studies, you'll build a solid foundation in general business fundamentals. Beginning in Year 3, you can choose from a range of electives, allowing you to specialize in one area of marketing or branch out across various fields. You'll also put your new skills to work during a mandatory internship and optional co-op.

Collaborative and hands-on learning

Today's work world has changed. Top employability skills now include critical thinking, collaboration across networks and leading by influence, communication and entrepreneurship. Our small classes and experiential learning approach promote the development of these skills through constant interaction with your professors and peers.

Career opportunities

Graduates of Sheridan's Honours Bachelor of Business Administration – Marketing Management program will be ready for careers in a broad range of business-to-business and business-to-consumer marketing roles.

Here are some jobs you might find:

- Account Manager
- Market Research Analyst
- Marketing Coordinator
- Brand Manager
- Sales Representative
- Digital Marketing Coordinator
- Marketing and Communications Specialist

Courses

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

- Consumer Behaviour
- Digital Marketing
- Integrated Marketing Communications
- Marketing Analysis
- Sales Strategies & Methods
- Marketing Innovation

Admission requirements

Program eligibility

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

- English, Grade 12 (ENG4U or equivalent) with a minimum 65%

PLUS

- Mathematics, Grade 12(U) (MCV4U, MDM4U, MHF4U or equivalent university-level Math) with a minimum grade of 60%.
- Students who do not possess a university-level Math with a minimum 60% or who have achieved a grade below 60% may complete Sheridan's Mathematical Functions for Business (MATH18263) course, which is offered through Continuing and Professional Studies. A minimum grade of 60% in MATH18263 is required for admission.

- Four other Grade 12 subjects (U or M) with a minimum grade of 60%.

- Minimum 65% overall average.

OR

- Two semesters of postsecondary education, including required courses, with a minimum of 65% overall average.

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



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