



Business Administration – Marketing

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



Advance your marketing skills through electives and experience.

Broaden or specialize your marketing expertise

Customize your education by choosing courses that fit your goals and interests! Third-year electives include business innovation, content marketing, leadership development, search engine marketing, entrepreneurship, sales account management and more. Specialize in certain areas or broaden your marketing knowledge – the choice is yours. Electives are constantly updated to reflect industry demands.

Gain experience and build industry connections

Experiential learning is at the core of our Business Administration – Marketing advanced diploma. You'll work with your peers on various activities, case studies and projects, including development of a marketing plan for a real-world industry client. You can also gain additional experience through an optional co-op placement, which may lead to employment opportunities after you graduate.

Work towards your marketing degree and other certification

Many students use this program as a springboard towards their degree. Your diploma credits can be applied towards our Honours Bachelor of Business Administration (Marketing Management) degree. You can also apply for a Professional Sales Certificate from the Canadian Professional Sales Association (CPSA) if you've completed five core courses that align with the CPSA's Competency Framework.

Career Opportunities

In addition to building a strong foundation of general marketing knowledge, our Business Administration – Marketing advanced diploma also teaches you specialized marketing concepts. Industry projects, case-based learning and optional co-op prepare you for employment in roles such as:

Associate Brand Manager
Business Development Analyst
Content Marketing Manager
Insights Analyst

Sales Account Manager
Digital Marketing Analyst
SEO/SEM Manager
Direct Marketing Manager

Courses

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

Business Creativity and Innovation
Digital Marketing Strategy
Sales Account Management

Content Marketing
Marketing Management
Search Engine Marketing

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?

apply.sheridancollege.ca



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
- Appointments with Career Advisers



experience.sheridancollege.ca

Admission Requirements

Program Eligibility

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

- One English, Grade 12 (ENG4C or ENG4U), minimum 60%

plus

- One Mathematics, Grade 12 (C or U) or mathematics, Grade 11 (M or U*) *MBF3C does not meet this requirement.
- Minimum 65% overall average required for PBUSP, PBAMK, PBUMK
- Minimum 70% overall average required for PBAMC

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.

Transferring from an Ontario College

Business students who have successfully completed one or two years of their program can easily transfer their credits to another college in the province. A system-wide agreement is in place at Sheridan and other colleges, permitting students to transfer among all college business programs across Ontario. The agreement means that business students in programs such as Business General, Human Resources, Accounting and Marketing will receive full credit for their completed courses. Given the high enrolment of business programs, these pathways provide additional flexibility for a significant number of students. Interested students should apply at ontariocolleges.ca using the appropriate program entry level at the new college. For more information, email infoheridan@sheridancollege.ca

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.