

Sheridan

S

Business Administration – Marketing

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



Scan here



Step into the marketing industry with confidence.

Ignite your potential with Sheridan's transformative marketing program

Designed for aspiring professionals ready to make an impact, this three-year program combines expert-led instruction with a cutting-edge curriculum and a valuable work-integrated learning experience. You'll gain practical, in-demand skills while applying your knowledge in real-world settings, bridging the gap between classroom learning and industry practice. This immersive approach ensures graduates are not only career-ready but confident and connected within the marketing field.

Gain practical skills through hands-on, experiential learning

Throughout the program, you'll engage in real-world projects, simulations, case studies and hands-on activities that build confidence and competence. Courses like Marketing Analysis and Planning use interactive simulations to connect strategic decisions with financial outcomes, while the Business Creativity and Leadership course will challenge you to develop innovative solutions to real business problems.

Build digital fluency and career flexibility

You'll gain practical experience with key digital tools and platforms and learn to interpret and communicate data-driven insights that resonate with both businesses and customers. Specialized courses like Managing Market Opportunities prepare you for diverse career paths — from employment and contract work to entrepreneurship.

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
- Sales Account Manager
- Business Development Analyst
- Digital Marketing Analyst
- Content Marketing Manager
- SEO/SEM Manager
- Insights Analyst
- Direct Marketing Manager

Courses

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

- Business Creativity and Innovation
- Content Marketing
- Digital Marketing Strategy
- Marketing Management
- Sales Account Management
- Search Engine Marketing

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

- \$4,568.97 CAD

For international students

- \$16,328.47 CAD

Admission requirements

Program eligibility

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

- One English, Grade 12 (ENG4C or ENG4U) plus
- One Mathematics, Grade 12 (C or U) or mathematics, Grade 11 (M or U*) *MBF3C does not meet this requirement.

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.

Applicants who do not meet the admission requirements will be invited to complete pre-admission tests in mathematics and English to demonstrate proficiency.

Applicants lacking the mathematics admission requirement for this program may wish to upgrade their mathematics prior to application. For upgrading information, please email academicupgrading@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.

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