

Business Marketing

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



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

Shape the future of marketing

Created for driven individuals ready to make their mark, this two-year program is led by faculty renowned for their industry insight and engaging instruction. The curriculum is continuously refreshed to reflect the latest marketing trends, technologies and tools, ensuring you'll graduate with practical, career-ready skills that align with today's evolving business landscape.

Learn marketing by doing — not just listening

At Sheridan, marketing comes to life through hands-on experiences that go far beyond the classroom. Collaborate on creative campaigns and tackle industry challenges through hands-on activities, assignments, simulations and case studies. You'll build confidence as you apply your skills in areas like analysis, planning, strategy, selling, social media, promotion, graphics and presentations. By the time you graduate, you won't just understand marketing — you'll know how to do it.

Build digital confidence and career flexibility

Sharpen your digital edge with hands-on experience using the tools and platforms that drive today's marketing world. With built-in, industry-recognized certifications, you'll graduate with credentials that boost your resume and your confidence. Specialized courses such as Managing Market Opportunities prepare you for diverse career paths — from employment and contract work to entrepreneurship.

Career opportunities

The strong marketing foundation and general business knowledge you'll gain in our Business Administration – Marketing diploma program will prepare you for success in a wide variety of industries and roles.

You may find employment in roles such as:

- Associate Product Manager
- Marketing Assistant
- Sales Representative
- Digital Marketing Assistant
- Social Media Strategist
- Agency Account Assistant
- Marketing Promotions Manager
- Business Development Manager

Courses

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

- Digital Platforms
- Marketing Analysis and Planning
- Professional Selling
- Marketing Promotion Management
- Managing Market Opportunities
- Marketing Financial Analysis

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