

Sheridan

S

Marketing Management – Digital Strategies



Scan here

Ontario College Graduate Certificate | 1 year | Co-op
Hazel McCallion Campus (Mississauga)



Launch your strategic digital marketing career in less than one year.

Digital marketing skills you'll learn

Learn how to:

- Apply foundational marketing concepts to create impactful digital campaigns.
- Plan, create and execute social media and search engine optimization (SEO) strategies.
- Interpret digital marketing metrics and leverage data analytics.
- Harness AI and industry tools to design multi-channel marketing materials.
- Develop professional sales and communication techniques that deliver results.

Flexible learning — in person and online

Build a network inside and outside of the classroom! You can develop long-term professional relationships in class through peer-to-peer collaboration. You'll also have the opportunity to study remotely, allowing you to balance your studies with commuting, family, work and other priorities. Our online learning environment provides 24/7 access to class materials and communication tools.

Gain real-world digital marketing experience

In an optional third semester, you can complete a digital marketing co-op term with real brands, retailers and organizations. These co-op terms allow you to apply your new skills and gain valuable work experience that can boost your career confidence and job prospects. You'll also be supported by a career adviser as you prepare your resume, build a portfolio and sharpen interviewing skills.

Career opportunities

As a graduate of Sheridan's Marketing Management – Digital Strategies program, you'll be primed for today's job market and be ready to begin work. In just under one year, you'll gain real skills you can put to use right away.

Here are the types of roles you might find:

- Digital Marketing Manager or Coordinator
- Social Media Manager or Coordinator
- Digital Ads Specialist
- E-commerce Manager
- Digital Media Sales
- Data and Analytics Manager
- Content Marketing Specialist
- Influencer and Content Creator

Courses

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

- The Digital Customer Experience
- Marketing Strategy
- Digital Marketing – Paid Media
- Marketing Analytics
- Visual Communication Design
- Advertising, Promotion and Public Relations

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

- \$6,528.42 CAD

For international students

- \$15,890.41 CAD

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

Admission requirements

Program eligibility

- Postsecondary 3-year advanced diploma or
- Postsecondary 3- or 4-year degree

Or

- Postsecondary 2-year diploma* and/or
- Demonstrated competence through educational experience and/or related work experience*

Applicant selection

*Applicants who apply with a postsecondary 2-year diploma or work experience will be requested to submit a supplemental admission requirement (submission), which includes details of related work experience, and a cover letter, which summarizes your career goals and reasons for wanting to take this program. The Office of the Registrar will update your application in the Sheridan Application Portal to let you know if a submission is required.

Eligible applicants will be selected based on previous academic achievement or academic achievement and the supplemental submission.

Domestic applicants

- Postsecondary transcripts indicating courses completed to date must be submitted to ontariocolleges.ca at the time of application.
- Domestic applicants with education outside of Canada must have their transcripts assessed for equivalency through ICAS or WES. A comprehensive (course-by-course) post-secondary credential assessment is required.
- Private career college courses and/or credentials are not acceptable as admission requirements for Sheridan programs.

International applicants

- Official postsecondary transcripts, indicating courses completed to date, and credential must be submitted at the time of application. In case the transcripts/certificates are not in English, note that these documents must be accompanied by a notarized, official translation into English. Translated copies must also be accompanied by a copy of the original transcript.
- International applicants need to follow the international application process.

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.