

Marketing Management – Digital Strategies

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



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A fast-track route to practical skills and careers in marketing.

Things you'll learn to do

- Apply search engine marketing, social media promotion and marketing analytics principles to optimize your organization's marketing efforts.
- Learn basic marketing graphics and digital skills to create support materials such as brochures, newsletters and web page updates.
- Develop and present marketing and communications plans.

Co-op experience

Following eight months of classroom instruction, eligible students will have the opportunity to participate in a four-month cooperative education placement. Note that this is a competitive process and only qualified students are accepted. Working in the marketing field, you'll apply your in-class learning and gain valuable work experience that may boost your career—and help you land a great job.

Mobile computing gives flexibility

Working online is an essential skill in the workplace, and an integral part of our program. A laptop computer is mandatory. During the program, you'll use the computer to collaborate with your classmates on various assignments. In our online environment, you'll also have 24/7 access to class materials and notes and communicate with other students and your professors in our online chat room.

Career opportunities

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

Here are some jobs you might find:

- Social Media Coordinator
- Digital Marketing Coordinator
- SEO Marketing Coordinator
- Assistant Product Manager
- Advertising and Promotions Planner
- Advertising Account Coordinator

Courses

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

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

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.

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