Sheridan

Marketing Management – Digital Strategies

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

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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

- $6,767.28 CAD

For international students

- $16,441.92 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 2-year diploma, 3-year advanced diploma, or 3- or 4-year degree

OR

- Demonstrated competence through related work experience*

Applicant selection

*Applicants without the postsecondary requirement will be asked to submit proof of related work experience to determine eligibility:

- Cover Letter (one page maximum):
  - Describe your personal or professional career goals and explain how this specific program at Sheridan will help you achieve those goals.
  - Please highlight any professional, academic or volunteer experience that directly relates to the program you are applying for.
- Résumé
  - Outline your academic background and include related work and/or unpaid/volunteer work experience.
  - Please ensure your resume highlights any experience relevant to your chosen program.

Résumé and cover letter formats vary by country. Applicants must ensure their documents follow Canadian format and standards. For more information, see: "How do I create a Canadian-style resume?"

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 (résumé and cover letter).

Applicants who do not meet the admission requirements for this program may be advised individually regarding other related programs.

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.