

Sheridan

2-YEAR ADVERTISING AND MARKETING COMMUNICATIONS DIPLOMA (PADMK) TO HONOURS BBA (MARKETING MANAGEMENT)

Applicants who have completed an Advertising and Marketing Communications (PADMK) diploma granted after Fall 2018 with a minimum of 3.0 Cumulative GPA will receive a course credit block transfer as noted below:

NOT REQUIRED TO COMPLETE	REQUIRED TO COMPLETE	
BLOCK TRANSFER COURSES	CORE BUSINESS COURSES	BREADTH ELECTIVES
6 COURSES	29 COURSES	6-8 COURSES
Business Fundamentals Marketing Fundamentals Business Communications Sales Strategies & Methods Digital Marketing 3000 Level Business Elective	Financial Accounting (for HR, Marketing, Supply Chain) Managerial Accounting (for HR, Marketing, Supply Chain) Business Processes Becoming a Master Learner* Undergrad Competency Development Applied Research in Business Entrepreneurship or Global Business Environment Ethics, Sustainability & CSR Integrated Industry Project or Research Thesis (by permission only) BBA Portfolio* Work Term Prep Microeconomics Macroeconomics Finance Fundamentals Organizational Behaviour Business Information Systems Business Law Business Calculus & Algebra Business Statistics Supply Chain and Operations Strategic Management Marketing Analysis Marketing Planning Consumer Behaviour Integrated Marketing Communications Marketing Research & Analysis Marketing Analytics Two 4000 Level Business Electives Mandatory 14-week internship	Refer to section on Degree Breadth

*7-week non-credit course

DEGREE BREADTH ELECTIVES POLICY AND BLOCK TRANSFER CREDIT

Students must successfully complete 8 breadth courses meeting the following criteria:

COURSES	DESCRIPTION
1	Composition and Rhetoric (1) from the English/Literature discipline in the Humanities field of study.
1	1000 level course in one (1) additional field of study to meet the minimum of *two (2) of the five (5) below fields of study. (Composition and Rhetoric meets one of these requirements).
2	At least two (2) courses at a level higher than the Introductory 1000 .
4	Four (4) additional courses from any level/field of study.
8	Total

*Students must take courses from at least **two** of the **five** fields of study:

HUMANITIES	SOCIAL SCIENCE	GLOBAL CULTURE	SCIENCE	MATH
<ul style="list-style-type: none"> English Literature Religious Studies History Philosophy 	<ul style="list-style-type: none"> Anthropology Psychology Sociology Criminology 	<ul style="list-style-type: none"> Cultural Studies Political Science 	<ul style="list-style-type: none"> Science Biology 	<ul style="list-style-type: none"> Math Statistics

Prior to receiving credit for General Education, students must have a minimum Program Grade Point Average of 3.0 in their General Education Courses, with a minimum of 60% in each course.

- 3-year Advanced Diploma students may be eligible for a maximum of **2 Degree Breadth** transfer credits.
- 2-year Diploma students may be eligible for **1 Degree Breadth** transfer credit.

Note: While credits acquired through a block transfer arrangement do serve to satisfy the requirements of the breadth policy at the introductory level in each of the designated fields, they do not fulfill a course-specific prerequisite requirement.

MATH REQUIREMENTS

To meet the math admission requirement of the **PBBAM** program, **PADMK** graduates must also have mathematics from one of the following:

- Grade 12 Advanced Functions (**MHF4U** or equivalent) **with a minimum 60%**, or
- Grade 12 Calculus and Vectors (**MCV4U** or equivalent) **with a minimum 60%**, or
- Grade 12 Mathematics of Data Management (**MDM4U**) **with a minimum 60%**, or
- If students do not possess the required math admission requirement, they must successfully complete Sheridan's Mathematical Functions for Business (**MATH18263**) course **with a minimum 60%** offered through Continuing and Professional Studies (CAPS) during their first semester of study.

APPLYING FOR DEGREE COMPLETION

Eligible current and former Sheridan students can apply using the Apply To a New Program link under the Academics section of their **myStudentCentre**.