

Sheridan

3-YEAR ADVERTISING AND MARKETING COMMUNICATIONS ADVANCED DIPLOMA (PAMCM) TO HONOURS BBA (MARKETING MANAGEMENT)

Applicants who have completed an Advertising and Marketing Communications Management (PAMCM) advanced 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
8 COURSES	27 COURSES	6-8 COURSES
Business Fundamentals Marketing Fundamentals Business Communications Sales Strategies & Methods Digital Marketing Integrated Marketing Communications 3000 Level Business Elective 4000 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 Marketing Research & Analysis Marketing Analytics 4000 Level Business Elective 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, **PADCM** 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**.

All information provided is current as of publication and is subject to change. Refer to the website for the most current program information. Sheridan Communications, Public Affairs and Marketing, June 2023. WF#1003501

