

PILON SCHOOL OF BUSINESS

# Advertising and Marketing Communications – Management

Sheridan's Advertising and Marketing Communications – Management program prepares you to hit the ground running in this fast-paced industry.

94%

**Employer Satisfaction\***  
with the knowledge and skills that our graduates possess.

**Ontario College Diploma**

**Program Code: PADMK**

Full-time | Hazel McCallion Campus | 2 yrs (4 semesters)

**Ontario College Advanced Diploma**

**Program Code: PAMCM**

Full-time | Hazel McCallion Campus | 3 yrs (6 semesters)



Get the skills you need to enter the fast-paced world of advertising.

## What you'll learn

This program focuses on how the planning and creative processes work together to produce powerful campaigns. Using the latest industry-specific software, you'll learn how to interpret market research data, develop strategies, design creative concepts, calculate media placement and other associated costs, estimate and evaluate campaign outcomes and engage in the media selling and buying process.

## Competitive edge

We work closely with industry partners to ensure graduates have a competitive advantage in the digital communications field.

## The third-year advantage

Students enrolled in the three-year program build on their new skills by contributing to cross-disciplinary projects that culminate in a major project. Students also experience direct interaction with real clients/brands and industry participants. Courses unique to the third year include Creative Branding, Advertising Campaign Management, Media Management and Global Communications.

**Sheridan** | Get Creative

\* 2018 Key Performance Indicator (KPI) survey results produced by the Ontario Government, Colleges Ontario and student associations. Percentage shown reflects the average employer satisfaction across all Sheridan programs over the last five years.

[sheridancollege.ca](http://sheridancollege.ca)

## Admission Requirements

### Program Eligibility

#### Ontario Secondary School Diploma or equivalent, including these required courses:

- One English, Grade 12 (ENG4C or ENG4U) with a minimum of 60%
  - Minimum 65% overall average
- or
- Mature student status.

### Applicant Selection

Eligible applicants are selected on the basis of previous academic achievement (the average of their six highest senior-level credits, including required courses).

Applicants who do not meet the admission requirements for this program will be assessed and advised individually and may be considered for other, related programs.

\*Course duration for September starts (two-year program) is two academic years. Course duration for January starts (two-year program) is 16 months continuous.

### 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.

## Career Opportunities

Sheridan's Advertising and Marketing Communications graduates are highly regarded for their sound understanding of advertising and marketing communications strategies and tactics, well-rounded business skills and high level of professionalism. You'll be well equipped to begin an exciting career!

### HERE ARE SOME JOBS YOU MIGHT FIND:

Communications Specialist	Digital Account Manager
Digital Marketing Coordinator	Campaign Manager
Digital Account Coordinator	Assistant Digital Buyer
Digital Content Coordinator	Assistant Programmatic Buyer

## Courses

### SOME OF THE COURSES YOU CAN EXPECT TO TAKE IN YOUR PROGRAM

Advertising Law, Ethics and Society	Integrated Marketing Communications
Advertising Layout and Copywriting	Interactive Marketing
Consumer Research Advertising Planning	Strategic Media Planning

Note: See website for specific terms and course listings.

## More information



**Website:**  
[sheridancollege.ca](http://sheridancollege.ca)



**Facebook:**  
[facebook.com/sheridaninstitute](https://facebook.com/sheridaninstitute)



**Twitter:**  
[@sheridancollege](https://twitter.com/sheridancollege)



## Visit us!

There's no better way to get a sense of Sheridan than with a personal visit. Book a tour and see for yourself!



[tours.sheridancollege.ca](https://tours.sheridancollege.ca)