

# Sheridan



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## Honours Bachelor of Business Administration (Marketing Management)

Honours Baccalaureate Degree | 4 years  
Hazel McCallion Campus (Mississauga)



**Gain the skills you need to excel in fast-paced marketing organizations.**

### **Learn modern strategies from industry professionals**

Marketing isn't just about promotions and ads. Learn how to build a marketing plan through market research, marketing strategy and working in tandem with all areas of a business. Sheridan's marketing instructors bring passion and industry experience into the classroom while ensuring curriculum is constantly updated to meet current industry demands.

### **Specialize or diversify your marketing knowledge**

In the first two years of your studies, you'll build a solid foundation in general business fundamentals. Beginning in Year 3, you can choose from a range of electives, allowing you to specialize in one area of marketing or branch out across various fields. You'll also put your new skills to work during a mandatory internship and optional co-op.

### **Collaborative and hands-on learning**

Today's work world has changed. Top employability skills now include critical thinking, collaboration across networks and leading by influence, communication and entrepreneurship. Our small classes and experiential learning approach promote the development of these skills through constant interaction with your professors and peers.

# Career Opportunities

Graduates of Sheridan's Honours Bachelor of Business Administration – Marketing Management program will be ready for careers in a broad range of business-to-business and business-to-consumer marketing roles.

## HERE ARE SOME JOBS YOU MIGHT FIND:

Account Manager	Market Research Analyst
Marketing Coordinator	Brand Manager
Sales Representative	Digital Marketing Coordinator
Marketing and Communications Specialist	

# Courses

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

Consumer Behaviour	Digital Marketing
Integrated Marketing Communications	Marketing Analysis
Sales Strategies & Methods	Marketing Innovation

## Admission Requirements

### Program Eligibility

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

- English, Grade 12 (ENG4U or equivalent) with a minimum 65%

PLUS

- Mathematics, Grade 12(U) (MCV4U, MDM4U, MHF4U or equivalent university-level Math) with a minimum grade of 60%.
  - Students who do not possess a university-level Math with a minimum 60% or who have achieved a grade below 60% may complete Sheridan's Mathematical Functions for Business (MATH18263) course, which is offered through Continuing and Professional Studies. A minimum grade of 60% in MATH18263 is required for admission.
- Four other Grade 12 subjects (U or M) with a minimum grade of 60%.
- Minimum 65% overall average.

OR

- Two semesters of postsecondary education, including required courses, with a minimum of 65% overall average.

### 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 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.

## 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?

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



## Visit us!

Come say hello and get a feel for your future! We offer:

- Campus Tours (in-person & virtual)
- Open Houses in the Spring and Fall
- Weekly webinars
- Appointments with Career Advisers



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