

# Advertising – Account Management (Graduate Certificate)

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## Meet our students

Our students are ready to engage in all tasks related to agency account management activities, media planning and buying, event management and advertising. These students have advanced advertising and marketing communications training. They can respond to the multiple priorities of an advertising environment while demonstrating the creative, business acumen, and project management skills proven to add value to an organization.

Learn more about the classes these students take by visiting [the program webpage](#).

## Core competencies and skills

- Managing the execution of an advertising and marketing communications plan from conception to completion.
- Understanding industry-specific software (ComScore Media Matrix, COMB Navigator, Clear Decisions, Airware, InfosysTV).
- Implementing Google Analytics for reporting and analysis.
- Compiling data from secondary sources such as PMB, Nielsen and Statistics Canada to analyze target groups, needs, and preferences.
- Understanding standard media documents (Media Point of View, Request for Proposals, Pre/Post Buys, Media Plan development).
- Calculating CPP, CPM, gross impressions, rating and share, and campaign costs.
- Using Excel to calculate media costs and build blocking charts.

## Work term availability

- Winter (January – April)
- Summer (May – August)
- Fall (September – December)

Note: Students will be available for full-time hire upon completion of their work term.

## Work term capabilities

- Preparing a researched marketing plan including an environmental scan, SWOT, objectives, strategy, and implementation.
- Developing an integrated marketing communications (IMC) plan outlining specific communications objectives, strategies, and tactics.
- Analyzing and evaluating existing sales promotion plans to increase brand equity and sales.
- Preparing a pre-call report, prospecting targets, and negotiating sales contracts.
- Managing a blog, including curating content and installing Analytics, AdSense and Webmaster Tools.
- Analyzing vivid data to identify targets, leisure habits and media habits.
- Solving specific communications challenges by providing strategic insights into target markets, audiences, and consumer behaviour.
- Using Adobe Suite for ad layout designs and creating a variety of assets and copy.

## Employer resources

- [Employer webpage](#)
- [Program information](#)
- [Program course schedule](#)

## Post a job

To post a job, log in to our online platform [Sheridan Works](#).

Don't have an account? Create one today using our [Employer Registration Guide](#).