

# Business Administration – Marketing (Advanced Diploma)

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## Meet our students

Our students are equipped with the right skills and knowledge to be successful in multiple areas of marketing. This includes analysis, planning, selling, promotion, report writing, graphics, presentations and social media. Experiential learning is at the core of this program, teaching our students job-ready skills through activities, case studies and projects, including the development of a marketing plan for a real-world industry client.

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

## Core competencies and skills

- Using Adobe InDesign, Dreamweaver and Photoshop to design marketing material.
- Designing and managing social media accounts (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.).
- Using industry tools such as Google Analytics, Search Engine Optimization (SEO) and Hootsuite.
- Using multimedia software to develop and deliver business presentations.
- Utilizing critical thinking and problem solving to develop marketing plans.
- Communicating marketing information persuasively and accurately in oral, written, graphic and interactive media formats.
- Developing strategies with clients, consumers, and colleagues to maintain and grow working relationships.

## Work term availability

- Winter (January – April)
- Fall (September – December)

## Work term capabilities

- Designing and delivering creative presentations for sales, marketing, and other functions of a business.
- Developing comprehensive marketing plans and promotion plans for a product or service.
- Creating marketing materials and graphics.
- Researching and analyzing companies, industry trends and industry opportunities.
- Generating business analysis and reports using statistics and research.
- Developing a global market entry plan.
- Utilizing Hootsuite social media dashboard to manage social media marketing initiatives.
- Installing and analyzing Google Analytics.
- Creating a customer relationship management plan.
- Planning and conducting a comprehensive marketing research survey.
- Analyzing and developing customer satisfaction programs.

## 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](#).