

# Honours Bachelor of Business Administration – Marketing Management

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## Meet our students

Need to gather consumer research data? Looking for social marketing expertise in executing a promotion or an event? Want analytics on traditional and digital marketing tactics? Our students are adaptable to the ever-changing business landscape and know how to apply marketing in tandem with all areas of a business. During Year 3, these students will select electives that allow them to specialize in an area of marketing or to branch out across various fields.

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

## Core competencies and skills

- Evaluating complex qualitative and quantitative data to support strategic and operational decisions.
- Integrating appropriate technologies in developing solutions to business opportunities and challenges.
- Performing robust research through the application of research methodologies.
- Developing comprehensive strategic and tactical plans for an organization.
- Communicating effectively in a variety of organizational settings.
- Building effective internal and external relationships using influencing, communication, and consultative skills.
- Working independently and collaboratively in inter and/or multi-disciplinary and diverse environments.

## Work term availability

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

Note: Students are eligible for an internship (420 hours), typically taken between Year 3 and 4. Students participating in the co-op stream are eligible for four work terms (360 hours each), which they can begin taking in Year 2.

## Work term capabilities

- Creating a business plan, including business feasibility assessment and financial analysis projections, for an innovative new business, product, or service.
- Analyzing the strategic role of supply chain management in achieving a company's marketing, sales, and operational objectives.
- Developing a professional sales solution for the product or service of a prospective customer using appropriate sales methodologies.
- Developing a strategically focused integrated marketing communications plan based on research and analysis of a brand, its competition, and consumer behavior, using appropriate communications strategies.
- Designing a marketing research study that will act as a key resource in the development of a marketing plan.
- Develop comprehensive B2B and B2C marketing plans, based on customer and competitive research, which reflect an organization's domestic and international strategic vision.

## Employer resources

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

## Post a job

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

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