

Marketing Management (Graduate Certificate)



Meet our students

Our students are ready to take on tasks relating to traditional and digital marketing, advertising, promotion, public relations, research, visual communication, and sales management. These students develop practical, cutting-edge marketing skills through classroom learning and group projects that are designed to replicate real-world scenarios. The development of these skills allows our students to stand out as professionals in the industry.

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

Core competencies and skills

- Using Adobe Photoshop, InDesign, and Illustrator, as well as MS Office products such as MS PowerPoint, Word, and Excel.
- Analyzing financial statements and other data in MS Excel.
- Implementing Search Engine Optimization (SEO) and pay-per-click programs.
- Researching consumer insights and data in Envision from Environics Analytics.
- Using Pinpoint software to determine ideal retail locations for businesses.
- Analyzing data to find meaningful patterns and creating recommendations based on analysis and insights.
- Communicating effectively both in written reports and during presentations.
- Using time management skills and collaboration to meet project deadlines.

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

- Developing professional, fully researched marketing and communications plans.
- Conducting a thorough competitive analysis, identifying gaps and opportunities in the market.
- Optimizing user experience through effective online writing and strategic website navigation.
- Creating and integrating content for key online platforms including social media and websites.
- Designing graphics, assets, and digital/print content.
- Assessing research design and data collection methodologies.
- Analyzing micro and macroeconomic problems for consumers, businesses, and government sectors.
- Interpreting basic financial statements.
- Planning, preparing, and delivering a sales presentation or pitch that addresses the needs of the client.
- Analyzing the effectiveness of digital marketing strategies and tactics using analytics.

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](#).