

Welcome to Sheridan and the Pilon School of Business (PSB) Marketing Program!

We are excited to have you join this program which helps you to gain core skills you need to excel in fast-paced marketing organizations. Credits in this diploma program can be applied towards the Professional Sales Certificate from the Canadian Professional Sales Association (CPSA). This program meets the educational prerequisite needed for entry to the CMA's Chartered Marketer program.

Mark your calendar for Monday, August 29 to Friday, September 2 for New Student Orientation, a fun-filled week of in-person and virtual events connecting you to other students and everything you need to know to begin your journey at Sheridan and the Pilon School of Business. Orientation details will be emailed to your Sheridan email account.

This program requires you to use a laptop with a webcam and you will need to have access to one before classes start. Additional minimum requirements for the program can be reviewed on the Sheridan IT page at <https://it.sheridancollege.ca/laptop-requirements/requirements.html>.

The first week of school will be a very busy time for everyone and will involve all sorts of tasks, not the least of which will be the purchase of your textbooks. I would like to advise you to use caution when purchasing used/pre-owned books. Many of the textbooks in our programs have an on-line component which involves a "single use" registration code to access labs and activities. This means that if the book is used/pre-owned there is likely no valid registration code for the on-line tool included with it and the on-line tool will have to be purchased in addition to the textbook. Please consider the costs of all the options before you purchase your books. Some courses offer the option for an e-book or a textbook rental which may be an economical choice. The Sheridan Bookstore or your professors can provide guidance on your textbook options.

In the coming weeks, you will receive emails about Transition Well and the PSB Virtual Community.

- Transition Well supports your sense of belonging, connection and engagement with faculty and classmates throughout your first year at Sheridan. It includes one-on-one peer connections, workshops, self-guided tutorials, and New Student Orientation events.
- The PSB Virtual Community is an online community built specifically for you and your PSB peers. It is a space where you can find advice, connection, course planning guides, and support services.

If you need any assistance as you prepare for this semester, or throughout your time in our program, please feel free to contact us at garrett.hall@sheridancollege.ca or guillermo.wilches@sheridancollege.ca. We have an amazing community of professors and staff who are dedicated to helping you succeed.

On behalf of the entire Sheridan PSB community, we wish you success in this term and over the course of your studies in the Marketing Program.

Warmest Regards,

Guillermo Wilches, Ph.D., and Garrett Hall