



SALES & MARKETING PROGRAMS

CAMPUS

Toronto
Vancouver

PROGRAM OPTIONS

Sales & Marketing Diploma with co-op

92 weeks

40 weeks in class +
12 reading weeks +
40 weeks of co-op

Sales & Marketing Certificate with co-op (Vancouver only)

54 weeks

24 weeks in class +
6 reading weeks +
24 weeks of co-op

Sales & Marketing Diploma

52 weeks

40 weeks in class +
12 reading weeks

START DATES

June 14, 2021**	March 28, 2022
September 7, 2021	June 13, 2022
November 22, 2021	September 6, 2022
January 10, 2022	November 21, 2022

** Start not available for Sales & Marketing Certificate with Co-op program.

CLASS TIMES

Monday - Thursday
5:45pm - 9:45pm

There is an extra 5-hour online component every week.

Apply Now!

ilac.com/apply-now

ABOUT THE PROGRAMS

The success of any product or service is dependent on the sales and marketing professionals that make it attractive to consumers. In every industry, selling and promoting is an essential part of a business or organization.

The Sales & Marketing programs at ILAC IC explore the roles and responsibilities of sales and retail professionals in a variety of different settings. Courses in consumer behaviour, project management and digital marketing help students develop skills to work across cultures in sales, brand promotion and social media.

Students learn how to become part of a strong sales and marketing team and have the option of doing a paid work placement (co-op) in Canada.

- Earn a Canadian diploma & **gain work experience in Canada**
- Enjoy a flexible work schedule with **evening classes**
- Guaranteed job placement **during co-op**

WORKING IN CANADA

Full-time students who qualify are permitted to work off-campus part-time during their study component and full-time during scheduled breaks and their co-op term.

CO-OP WORK EXPERIENCE

During the co-op term, students practice the knowledge learned in class and gain Canadian work experience in the Sales & Marketing field. Co-op is also an opportunity to develop professional contacts within the industry and enhance student résumés. ILAC IC's Co-op advisors offer support throughout the process of finding the right placement. Students can work full-time during the co-op component.

Work experience during the co-op term may include entry-level positions such as:

- Sales Representative NOC 6552
- Sales Ambassador NOC 6552
- Retail Sales Clerk NOC 6421
- Marketing Assistant NOC 1411
- Office Administrator NOC 1411
- Retail Consultant NOC 6421

ADMISSION REQUIREMENTS

English Proficiency: ILAC English Advanced **level 12** or IELTS Academic 5.0

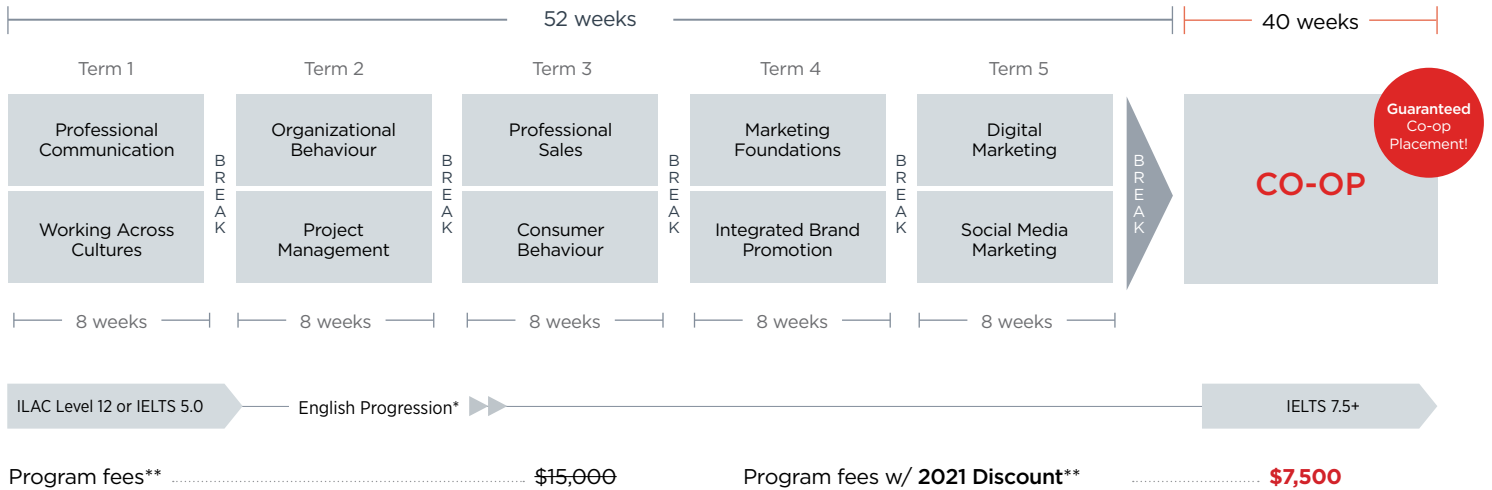
Education: High School/Secondary School Diploma or higher education*

Interview: Successful interview with an ILAC International College team member

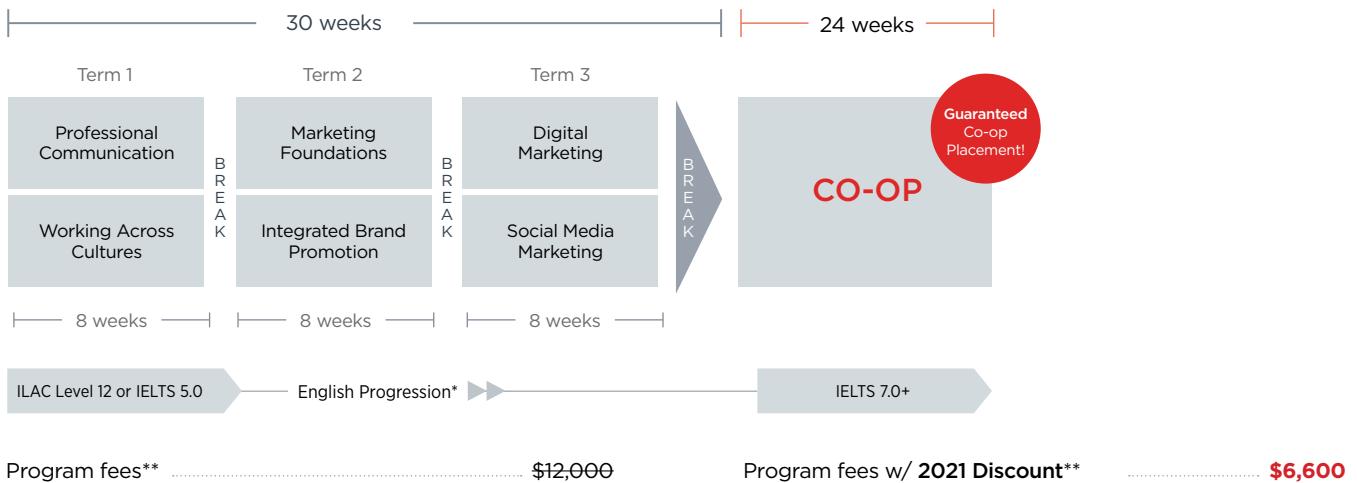
* For Toronto Only; if a student completes his/her undergraduate degree in a country other than Canada or the U.S., the student must pass a FREE qualifying test upon application or assess his/ her credentials through World Education Services: www.wes.org/ca/students.

For detailed information on the application process, please see page 34.

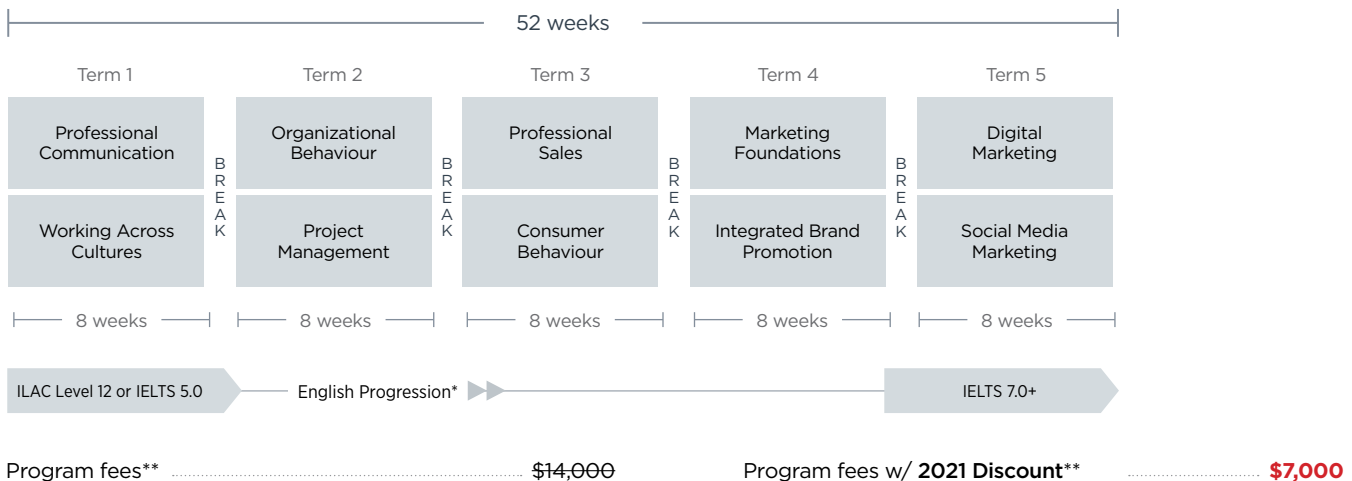
SALES & MARKETING DIPLOMA WITH CO-OP / 92 WEEKS



SALES & MARKETING CERTIFICATE WITH CO-OP / 54 WEEKS



SALES & MARKETING DIPLOMA / 52 WEEKS



* English progression may vary and is dependent on effort, regular attendance and self-study time outside of class.
 ** Additional Fees apply, see price list for details.