

Team of Seneca students places 3rd overall in regional marketing competition

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Seneca Business marketing students recently participated in an Ontario regional marketing competition. The team placed 3rd overall in this marketing competition among seven colleges.

This competition brought together hundreds of highly motivated business students from across Ontario to display their marketing talents. At this one-day event, student teams competed in five different categories that emulate real-world business challenges.

Congratulations to our students on their amazing accomplishment of competing and putting in their best efforts.

A huge thank you to our coaches: Andrew Proctor, Domenic Gasparro, Jason Dojc, Stefan Kanitz, Vicki Waschkowski --your guidance and expertise have been instrumental to the students' success and bringing out the best in each of them!

Thank you to our head coach, Scott Campbell—thank you for your leadership and dedication to our students in this competition!

Here were the participating students and categories:

Entrepreneurship Case:

Students: Wael Mustapha, Daria Zubenko

Retail Case:

Students: Arjang Ghaffari, Rebekah Marshall,

International Marketing Case:

Students: Irem Eyioglu, Stephen Rogers

Digital Marketing Case:

Students: Christina Vuong, Haley Welch

Advanced Marketing Case:

Students: Tiyaisha Sanyal, Surupa Sarkar

Congrats everyone!

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