

Marketing Students Win OCMC Provincial Competition

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One of the highlights for the School of Marketing in 2018 was winning the Ontario Colleges' Marketing Competition (OCMC). This win marks the first time Seneca students have placed first overall since 2006. The annual competition, hosted last year by Fanshawe College, brings together hundreds of motivated marketing students to showcase their industry talents. During the two-day event, students competed as individuals and teams in 11 events that emulate real-world business challenges. In addition to ranking first overall, Seneca's team of 20 students, led by Professor Scott Campbell, Theresa Seto and many other faculty coaches, was recognized in various areas of the competition.

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