

Scotiabank Vanier College National Marketing Case Competition (Feb. 8 to Feb. 9, 2020)

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A team of four Seneca students (Carlos Henrique Muniz Goncalves, Sara May, Daryna Pechenchis & Victor Narvaez) attended the Scotiabank Vanier National Marketing Case Competition in early February. They were in Division 3, competing against seven other colleges. Seneca placed fourth in their division and although the team was disappointed, they were also very confident in their performance and strategy within the group. It was a major commitment of time and energy with an average of 10 hours of prep time together per week and more hours reading and studying on their own. They now have the wonderful opportunity to add this proud accomplishment of attending and participating in this national competition to their CV and LinkedIn profiles.

SB Newsletter: Summer 2020

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