

Seneca makes history, clinches first-place win at OCMC for second consecutive year

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Image: Students, faculty and employees celebrate first-place win at 2023 OCMC competition

Seneca achieved a historic milestone last week as students from the [School of Marketing](#) and [School of Media](#) secured a first-place victory in the [2023 Ontario Colleges' Marketing Competition](#) (OCMC) marking the second consecutive year of triumph.

Hosted this year by Georgian College, the competition held Thursday, Nov. 16 and Friday, Nov. 17 brought together hundreds of highly motivated business students from across Ontario to showcase their marketing expertise in series of events designed to mimic real-world business challenges.

"Our team of 23 students have worked tirelessly to bring home this title," said Scott Campbell, Professor, School of Marketing and Seneca's General Manager of OCMC. "They were extremely driven and committed to learning and succeeding, representing the best of Seneca. I cannot stress enough how proud I am of these exceptional students who have earned us a historical win, bringing the title home two years in a row."

Guided by Mr. Campbell and Theresa Seto, Administrative Co-ordinator, School of Media, along with support from various faculty coaches, not only did Seneca clinch the top spot among 14 Ontario colleges overall, but also earned multiple awards in individual events at the competition. Notably, the team secured a second-place victory in the coveted Quiz Bowl, led by students Aida Krizelle Cabel, Poppy Seyedi, June Luk, and Murtaza Cazranee.

"The competition experience was both nerve-wracking and exhilarating. After we were declared the winner, the elation was overwhelming – a moment so incredible that tears of joy flowed," said Creative Advertising student, Rica Cabañog, who participated in the international marketing category. "Personally, and professionally, it was an amazing experience. Something that I will cherish for the rest of my life."

Seneca also received first-place titles in the international marketing, retail marketing and prospect pitch categories; finished third in marketing research; fourth in job interview, marketing strategy, and integrated marketing and communications; and fifth in advanced

marketing strategy.

Congratulations to team Seneca, represented by the following students:

- Aida Krizelle Cabel
- Andrei Castillo
- Angelo Fernandez
- Anna Aldoshenko
- June Luk
- Murtaza Cazranee
- Daniela Cortes
- Dunc Urquhart
- Eric Yau
- Jewayne Parro
- Kamand Kazemi
- Laxmi Menon
- Lekha Kanagasabai
- Lilly Oliveira
- Margaret Armstrong
- Olesya Tarasyuk
- Paola Gomez
- Poppy Seyedi
- Rafael Pagliuso
- Rayane Martins Ayres
- Rica Cabañog
- Sanaz Bahadori
- Sebastian Davila Escobar
- Tanner Borsch

Thank you to the following faculty coaches:

- Andrew Proctor
- Brandon Mcarthur

- Domenic Gasparro
- Drew Simons
- Elliott Atkins
- Jason Dojc
- Lindsay Wells
- Margo Bock
- Nancy Bodi
- Raunica Ahluwalia
- Roberta Kury de Aquino
- Scott Campbell
- Shannon Ross
- Stefan Kanitz
- Vanja Vojvodic

OCMC is a student-focused learning experience that provides participants the ability to demonstrate their employable skills before industry professionals.

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Image: Team Seneca, pictured at 2023 OCMC competition

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