

Seneca wins our first ever gold at the 2025 Vanier College National Marketing Case Competition

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We are delighted to share that over this past weekend, a team of four talented Seneca Polytechnic students from the [Faculty of Communication, Art & Design](#) faced off against peers from across Canada and won gold — our first — at the 2025 Vanier College National Marketing Case Competition!

Coached by professors Domenic Gasparro and Stefan Kanitz from the School of Marketing, as well as Yasmine Shateri, a Seneca graduate (and a member of Team Seneca that finished third in the event in 2023), this year's team consisted of:

- Alexia Afriyie, from the [Creative Advertising](#) diploma program
- Marija Kolefski, from the [Business Administration – Marketing](#) advanced diploma program
- Dominic Lorenzoni, from the [Business – Marketing](#) diploma program
- Tyson Trieu, from the [Business Administration – Marketing](#) advanced diploma program

Their success wasn't an accident: preparation for the competition started months ago in January, when the team attended biweekly training and practice sessions led by various faculty members that focused on the students reviewing and finding solutions to various business-to-business (B2B) and business-to-consumer (B2C) marketing challenge cases.

The annual competition is a high-pressure event that gathers the brightest students in business- and marketing-related programs from polytechnics and colleges across Canada. In teams, participants are given three hours each round to first review a business problem, create a marketing strategy and then present a viable marketing plan to a panel of judges, peers and invited guests.

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