

Marketing students place second at provincewide competition

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A team of 19 students from Seneca's School of Marketing & Media placed second overall in the annual [Ontario College's Marketing Competition](#) (OCMC) last week.

The two-day virtual event brought together hundreds of marketing students from 11 colleges showcasing their marketing skills and knowledge. Through real-world business challenges, Seneca placed top five in seven different awards including two first-place titles in the prospect pitch and marketing research categories.

Seneca's domination in the competition concluded with Liliia Khitruk from Seneca's [Business – Marketing diploma program](#) receiving this year's William & Margaret Lydiatt Award. The award recognizes one student who has demonstrated integrity, spirit and commitment to the OCMC.

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