

About

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OCMC is your opportunity to demonstrate essential vocational and employability skills before industry professionals. This prestigious competition is hosted annually by a different Ontario college and is a student-centred event with volunteer faculty providing organizational assistance. You'll work closely with faculty and alumni to prepare for the competition.

OCMC, typically held in the fall, is a two-day experience with three areas of competition:

- Quiz Bowl is a game-show format that tests your knowledge through marketing-based questions in a fast and fun competition. It's a high-energy event that takes place the evening before the case competitions.
- Case Challenges include pairs of students tackling contemporary marketing problems in different categories e.g. Marketing, Entrepreneurship, Market Research, International, Retail, Direct Marketing, Prospect Pitching, and IMC (Integrated Marketing Communications). You and your case partner present solutions to a panel of industry professionals.
- Individual Events include solo presentations in two areas: a mock job interview and sales presentation with a real client.

2022 Event

OCMC will take place on Thursday, Dec. 1 to Friday, Dec. 2, live and in-person at the Sheraton Centre in Toronto. Please check the www.ocmc.ca website for updates.

This year's event is being hosted by Seneca

The competition will include 250 of Ontario's best marketing students from 14 colleges, supported by 100 academics, 60 business leaders and 100 volunteers.

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