

Team selection and expectations

Version 4

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Qualifications & Team Selection

- You must be in a two-year diploma or three-year advanced diploma marketing program for fall 2022 (BMT, BAM, and CAB programs). A minimum of a 2.5 GPA is required.
- If you possess problem-solving, analytical and strategic thinking, creativity, teamwork, and communication & presentation skills, you'd be a great candidate. But don't worry if you don't have all of these – we will coach you. Most importantly you should have a great attitude and a desire to learn.
- As part of the selection process for the team, you will need to produce a two-to-three minute video summarizing the problem of a case and offer marketing recommendations.
- Please see email from the School of Marketing that was sent to your Seneca inbox on Monday, March 28. [Learn more](#)

Expectations & Commitment

Being part of the team is a lot of fun, but there is a commitment. We expect you to:

- Meet with your coaches at least once a week for a total of two-to-six hours per week.
- Represent Seneca and the School of Marketing with the highest levels of professionalism.
- Attend the fall OCMC course (only applies to the case team students). Classes meet once per week. You will receive credit for the course.
- Have a great attitude and be open to feedback.

tags : ocmc