

# A new name for Seneca's student-run marketing agency

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Seneca's School of Marketing & Media's [student-run agency](#) has an official name, thanks to Junweon Suh, student in the Computer Programming & Analysis program. The agency, now Studio 67, provides students an opportunity to put theory into practice by working directly with clients on marketing and media projects so they'll be industry ready upon graduation.

The agency ran a naming competition for students which received over 300 entries. Staff and students then voted on their favourite submission. Studio 67 came out on top, incorporating the year 1967 when Seneca was founded.

Congratulations to Junweon who not only received a \$500 reward for his winning submission but is now a part of Seneca history. Thank you to all the students who submitted their ideas.



Pictured: Junweon Suh, winner of the Seneca agency naming competition

tags : student-news