

Seneca awarded bronze at Vanier National Marketing Case Competition

Published 3/14/2023 by [Katherine Apostolou](#)

Pictured (from left to right): Marketing students Gian Sebastian Villa, Dylan Heida, Yasmine Shateri, and Mariia Khodchenko

A team of students from Seneca were awarded bronze in the 2023 Vanier National Marketing Case Competition on Sunday, March 5. The Vanier Case Competition brings together top marketing students from colleges across Canada to compete and network with peers.

The case challenge required students, within a three-hour timeframe, to review and prepare a strategy to solve a real-world marketing problem and then present to a panel of industry judges. The teams were to propose an integrated marketing communications strategy for a Montreal-based company. Teams were judged on their analytical analysis, recommendation, implementation plan and financial analysis. Creativity, presentation skills and professionalism were also considered.

Seneca's team of marketing students including Mariia Khodchenko, Yasmine Shateri, Dylan Heida and Gian Sebastian Villa were rewarded a third-place finish in a field of 23 teams representing Canada from coast to coast. Seneca's coaching team including professors Stefan Kanitz, Margaret Osborne, Kathryn Faubert and Steven Litt are #SenecaProud. The team is thankful to Marianne Marando, Kurt Muller, Nadia Bedok and Theresa Seto for their support.

tags : student-news