

## Mohawk College wins first place Gold at the 2015 Vanier College BDC Case Challenge

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The 10th annual 2015 Vanier College BDC Case Challenge on February 7 and 8 was won by Mohawk College represented by students Matt Brown, Alex Hurley and Scott Merwin and their coaches Drew McTear, Mark Valvasori and Deborah Weston. Mohawk College from Hamilton, Ontario, is the only college to have won first place gold three times in the ten years of the competition.

Cégep régional de Lanaudière à Joliette won silver and George Brown College, bronze.

Thirty-three teams of marketing students from colleges across Canada had three hours to analyze a real business case and present viable marketing solutions before a panel of expert judges. Then, they were given 20 minutes to present the business solutions to the judges.



Among the 15 judges was Canadian Institute of Marketing senior member, Real Chabot, MCInst.M., RPM. He noted that, "At the end, many of the students who did not make it to the winners circle met with judges to seek advice for the next competition and enquire about career paths and how to choose the right university." There appears to be a new trend in universities termed "reverse" or "flip" teaching. Lectures are given online and students come to class afterwards to put into practice what they learned.

The Canadian Institute of Marketing will continue to be an active supporter of the Vanier College BDC Case Challenge and will be a sponsor in 2016.