



CANADIAN
MARKETING
LEAGUE

ACADEMIC PACKAGE

2022

The Canadian Marketing League

After 13 years as Canada's Next Top Ad Exec, our mission remains the same: To establish a bridge between industry and universities through the transfer of expertise, mentorship, life changing cash prizes, and career opportunities in marketing, strategy, and communications.

Canadian Marketing League (CML) is Canada's largest marketing case competition, designed to provide undergrad, masters, and MBA students a platform to challenge themselves, earn recognition, and open doors to career opportunities. It's an ideal playground for marketing athletes - those committed, driven, and hungry to prove themselves - ready to play in the big leagues.

CML partners with best-in-class brands like PepsiCo, Microsoft, Kraft Heinz, General Motors, and McDonald's to offer \$20,000 in prize money and exclusive career opportunities to students from universities across the country.



Why should you get involved?

Your students will have an opportunity to use their strategic thinking, research and creative problem solving skills to test their readiness for 'the real world'. Leading brands like PepsiCo, Microsoft, Kraft Heinz, McDonald's, and General Motors are offering case challenges and looking for the brightest marketing minds. The Top Ten teams will be invited for a once-in-a-lifetime chance to pitch their solution to a panel of senior industry leaders, win the coveted CML cup for your school and earn \$20,000 in prize money.

You will be the one that will provide your students an undeniable edge, and your school with recognition and respect from industry, academia, and leaders across Canada!

In the past, professors have embedded Canadian Marketing League in their course curriculum as an assignment OR offered bonus marks, and mentored students to succeed.

“Going through this program single-handedly changed the course of my own career and where I ended up.”

- Maya Cieszynska, Partner, Pinch Marketing Inc



“This program really opened the doors for my career.”

- Veronica Yeung, Marketing Director, PepsiCo

How will it work?

What are the Rounds and Key Dates?

Pre-Season (7Up Case): Start: November 26th, 2022, Due: January 23rd, 2023

Students are asked to submit a THREE minute (or less) video pitch of their solution to PepsiCo's business problem for 7Up Zero. The Top 25 teams selected by industry leaders and academic judges move on to The Regular Season.

Regular Season: March 6th and 7th, 2023

If you are amongst the Top 25 teams, you move on. In each of the two rounds, a different learning partner (McDonald's and General Motors) will present a unique to industry case to be presented LIVE ONLINE to a panel of industry leaders. The Top 10 Teams will be selected by our judges to move on to the Playoffs!

Playoffs: April 3rd, 2023

This is where the best come to play. With a fierce round to determine the best, it will be about a fight to the finish. The ultimate test of your capacity to apply your marketing savvy to address different challenges and with different judges. The Top 10 teams will interact and learn from the leaders at Kraft Heinz, and present a case live (Microsoft) and in-person to industry leaders over an all-expenses paid weekend experience.

How Can You Be Involved?

Share, Encourage, Select and Coach:

Now that we are back to in-person learning, we are sure you are doing everything you can to share opportunities with students craving to sink their teeth into a new challenge this semester!

Reaching out to high potential students:

No one gets a front row seat to the top talent like Professors in classrooms. If you start to notice a shining star in one of your classes we would love to discuss the opportunity with them and see if the Canadian Marketing League is for them.

Thanks!

Our team is looking forward to keeping in touch and working with you for the duration of the competition. If you have any inquiries regarding how you can help or how your students can be involved email us at tiwarj1@mcmaster.ca or malikm@mcmaster.ca and visit our website at www.marketingleague.ca.

Warm Regards,
Canadian Marketing League

"I never could have been exposed to the industry in the way I was before this program. The real prize is the feeling you get when you break into the industry you've been trying to break into for the first time."



-Derek Elliot, Partner at Brandish Agency