

Looking to Challenge your Future?

CANADA'S NEXT
**TOP-AD
EXEC**



CANADIAN
MARKETING
LEAGUE

Welcome to the Canadian Marketing League

The ideal playground for marketing athletes to test their creativity, motivation and become the future of marketing. CML is Canada's largest marketing case competition, designed to provide students with unique opportunities to shine on a national platform, connect with best-in-class brands, and pave the way to career opportunities.

How will it work?

- NBA-style three-round case competition
- Compete in teams of 1 or 2



**NOVEMBER
2024**

Regular Season
Case Drop

**JANUARY
2025**

Regular
Case Deadline

**FEBRUARY &
March
2025**

Playoff Case

**APRIL
2025**

Finals Case

Your Journey to Greatness

**ROUND
01**

The Regular Season

Students will derive unique insights to solve the proposed problem through a 3-minute prerecorded video pitch reviewed by highly regarded marketing professionals.

**ROUND
02**

The Playoffs

The Top 25 will dive into the world of analytics and creative problem solving with a two part case, receiving mentorship from industry professionals. Ever wonder how companies engage in brand innovation? Hint: It begins with analytics

**ROUND
03**

The Finals

The Top 10 teams will engage in jam-packed weekend, earning 1-on-1 mentorship with industry professionals, attend exclusive networking events and present their winning ideas in front of VPs and marketing leaders in Toronto!

What's in it for you?

- Differentiate yourself from the thousands of students competing for internships & career starts
- Networking & mentorship opportunities with some of Canada's Leading corporations, including Kraft-Heinz, General Motors, Microsoft and more...
- Exclusive all-start weekend experience in Toronto, Ontario
- Oh yeah, and **\$20,000** to fuel your future!

FUELLED BY:



Will you Accept the Challenge?

HALL OF FAME:



cossette



REGISTER FOR THE REGULAR SEASON CASE AT MARKETINGLEAGUE.CA/REGISTER