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2015

Sheridan College Pilon School of Business Student and Faculty Reflections on Ontario Colleges Marketing Competition

Pilon School of Business Sheridan College

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Sheridan College Pilon School of Business Student and Faculty Reflections on Ontario Colleges Marketing Competition

Jonathan Sharpe – OCMC Team Member 2015

Why did you choose to be a part of OCMC and how has it positively impacted you?

I decided to join Sheridan's OCMC team was so that I could have the privilege of representing my school while at the same time gaining valuable experience. I wanted to challenge myself academically and personally in the hopes of becoming a better student and future marketing professional. The opportunity to compete against other Ontario schools and assist Sheridan in continuing their success in this event appealed to me. I feel that I possess the drive, diligence and charisma to be a valuable member of Sheridan's team. Being able to apply my knowledge and skills in a competitive atmosphere will be a great learning experience. Joining Sheridan's OCMC team has given me the motivation to work my hardest and perform to the best of my ability. I feel honoured to have been selected, and look forward to learning from both my team members and mentor.

If you could describe one key takeaway or story that represents your OCMC experience what would it be?

Although my role on Sheridan's OCMC team has just begun, it has already been a very positive experience. I feel fortunate that I have been given this opportunity to step out of my comfort zone and challenge my abilities as a marketing student. It is refreshing to feel so passionate about something, and know that I am benefiting both my school and myself. I am excited to keep advancing myself academically and professionally, striving for excellence and pushing the boundaries of what I am capable of.

Liz May – OCMC Team Member 2014 and 2015

Why did you choose to be a part of OCMC and how has it positively impacted you?

I initially chose to be a part of OCMC as a way to challenge myself. I knew I understood the course work, and felt that the competition would be a great way to show my instructors that I am capable of applying my knowledge. As I began working on OCMC material it became apparent to me that there is a lot to be learned about the industry outside of the classroom. My coach helped teach me how to properly analyze business situations and come up with creative solutions.

OCMC positively impacted me positively because I now apply the same lessons and processes my coach taught me in practice to every assignment I am given in class, and every situation I face outside of the classroom. I met amazing people during the competition and now they will now always be a part of my life because they are not just friends, they are my OCMC family. OCMC gave me a heightened sense of Sheridan spirit and gave me something to be proud of, and something I will never forget.

If you could describe one key takeaway or story that represents your OCMC experience what would it be?

If I could describe one key take away from OCMC it would be the feeling of being a part of a team, and the importance of being a part of a team. The coaches all ways say it is nice to be on the podium, but when one of us wins, we all win. I wasn't sure I believed them because I was so motivated to win in my event as an individual. My mind was thoroughly changed when we all stood awaiting the results of the

competition. As the emcee went through all the events the entire team gathered around the individuals awaiting their podium placement. And let me tell you, it was not the individuals that won OCMC. The TEAM won. Despite the fact that I did not place in my event, I could not have been happier for everyone who participated and to be a part of the gold medal team.

John Cooper – Faculty Coach 2014 and 2015

Why did you choose to volunteer and be part of OCMC and how has it positively impacted you?

As a new instructor, I was looking to gain new teaching experiences, connect with fellow instructors, and ultimately, give back to our students. I'd been involved in coaching sports for many years, and I found working closely with young people is very rewarding, and I was hoping the experience with OCMC would be equally fulfilling. On a personal level, my experience over the past couple of years has been even more rewarding. I have been able to create new relationships with my peers, which helps inform my evolving teaching practice; and being able to facilitate the journey that our students embark upon through their OCMC experience is really invigorating...it's a reminder of why I choose to pursue this profession.

If you could describe one key takeaway or story that represents your OCMC experience so far what would it be?

The learning arc that our teams go through....from the recruiting drive, to the terror of the initial selection process, the excitement of making the team and learning which discipline they'll be involved in. Then all the hard work preparing on their own time....and finally getting dressed up and representing Sheridan College on the big stage....ultimately, the look in our students' eyes when they come out of the competition, and they know that all their hard work was SO worth it!