

### Students Across Montreal to Compete in Inaugural Vanier MAFC Case Challenge

**Montreal, QC — March 17, 2026** — Business students from across the Montreal region will test their analytical, financial, and creative skills at the **Vanier MAFC Case Challenge**, a one-day business case competition taking place on **Saturday, March 28, 2026**.

Hosted by student volunteers from the Vanier Business Administration program, the event will bring together English and French speaking teams who will analyze real-world business problems and present their recommendations to a panel of industry expert judges. Each team will consist of three students, encouraging collaboration, critical thinking, and professional presentation skills.

The event will feature three distinct case competitions designed to reflect key areas of business practice:

#### **Corporate Finance/Accounting Case**

Students will analyze the financial statements of a Canadian company to assess performance and propose strategic recommendations.

#### **Live Marketing Case**

A Canadian company will present a real marketing challenge for students to solve, giving participants the opportunity to develop practical marketing strategies and present their ideas directly to an in-person client.

#### **Marketing Communications Case**

Students will showcase their creativity by developing a communications campaign to address a specific marketing communications challenge.

Teams will work in isolation on their cases and make their presentations to the judges and members of the wider business and CEGEP community. The day will conclude with an awards ceremony recognizing the top three teams in each competition.

“The Vanier MAFC Case Challenge gives students the opportunity to apply what they learn in the classroom to real business situations,” said Megan Pepe co-founder of the event. “It’s a chance for them to demonstrate their analytical thinking, creativity, and professionalism while gaining access to feedback from industry experts,” added co-founder Jessica Andrews.

The following cegeps will be participating in the case challenge: Cégep Ahuntsic, Collège André-Grasset, Cégep Montmorency, Cégep Édouard-Montpetit, Dawson College, Heritage College, and Vanier College.

The competition is made possible through the generous support of sponsors including the Vanier College Foundation, BMO, Praxar, and Stukent, whose contributions support experiential learning opportunities for these students.

Organizers are also welcoming industry professionals to participate as volunteer judges and will host a Canadian entrepreneur presenting the live marketing case, providing organizations with an opportunity to preview emerging talent and to gain fresh perspectives on real business issues.

## **Media and Partnership Contact**

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## **About the Vanier Business Administration Program**

The Vanier Business Administration program prepares students for careers in business by combining academic learning with practical, real-world experiences. Through initiatives such as the MAFC case competition, students develop critical thinking, teamwork, and professional communication skills while engaging directly with industry partners.

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