



BCIT Students Bring Home Glory from AMA Conference in the Big Easy

A dynamic group of BCIT students was recently ranked as one of the top AMA collegiate chapters in North America. As the only Canadian contingent at the 33rd Annual AMA International Collegiate Conference in New Orleans, the BCITMA (BCIT Marketing Association) took 1st place overall in the Chapter Exhibit Competition. They also brought home 2nd place in the Nintendo Case Study Competition, and 3rd place in the SABRE Business Competition.

The BCIT chapter was awarded a 'silver' standing, meaning they are a 'top-sixteen' chapter amongst over 300 collegiate chapters in the AMA.

The 33rd Annual AMA International Collegiate Conference, which ran from March 24th to 26th, is an opportunity for marketing students to network with other students, attend educational sessions, and challenge the best chapters on the continent in marketing-related competitions. Over 1,300 students attended this year's conference, and the BCITMA was represented by 26 of its members. Always a force to be reckoned with, this year the BCITMA had one of their best overall performances, earning a host of awards and monetary prizes.

Other AMA chapters at the conference have annual budgets that are substantially larger, often twice as many members, and a fraction of the schoolwork that students from the BCITMA complete on a regular basis. In spite of this, they consistently rank as a top chapter, and enjoyed outstanding success this year in New Orleans. Together they represented Canada, and together they made their school proud.

About BCITMA

The BCIT Marketing Association is a not-for-profit student-led association and is a collegiate chapter of the American Marketing Association. As the longest standing association at BCIT, BCITMA owes its success to its history. In the past, BCITMA has won various awards and competitions, showcasing the diversity and talents of its members. BCITMA provides its members with the opportunity to learn marketing through experience in a professional setting. These opportunities include networking events, philanthropy, community involvement, speakers and workshops, and real marketing opportunities with real businesses.



PHOTO: BCIT Marketing Association team proudly shows off their winnings at the AMA Collegiate Conference in New Orleans on March 25, 2011.

*High Resolution Image Available Upon Request