

**Marketing Strategy Competition**  
*For Students*

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**Develop a Marketing Strategy & WIN A TRIP TO  
CANADA**

The High Commission of Canada in partnership with the Rotman School of Management (Canada) invite students to develop a marketing strategy to promote Canada as a destination for higher education and research in India.

**PRIZES:**

- **FIRST PRIZE:** 10 day Study-trip to Rotman - Canada's top B-School. (visa rules applicable)
- **SECOND PRIZE:** Rs. 20,000
- **THIRD PRIZE:** Rs.10,000

**Theme:**

Develop a Marketing strategy aimed at increasing awareness and positioning Canada as a destination of choice for higher education and research among students in India.

**Eligibility:**

- Students currently pursuing a bachelor's degree course in any stream.
- Students or young professionals currently enrolled in an MBA entrance preparatory program such as CAT or GMAT are also eligible.
- Open to students of Indian nationality only.

**Submission Deadline:**

- August 31, 2014

**Rules and Application process:**

**[www.ican.net.in/canadacompetition](http://www.ican.net.in/canadacompetition)**

**Queries:**

**[delhi-academic@international.gc.ca](mailto:delhi-academic@international.gc.ca)**