

WORKSHOP INITIATIVE



It's My – Social – Responsibility / Ethics and Social Responsibility

What defines a smart consumer? What do Tim Hortons, Burger King and Starbucks have in common? In this workshop, students will delve into the area of social engagement looking at various national and multinational companies.

Understanding Big Data

Many businesses are drowning in data, but do not have the necessary expertise to leverage all that information. In this workshop, students will learn more about a highly sought-after profession in the workplace: business data analyst.

The Toolbox of a Good Leader / Leadership and Communications

What are the personality traits of a good leader? Is there a link between Elon Musk, Bill Gates and Oprah Winfrey? In this workshop, students will have fun finding out the role they could play in a company.

Marketing on Facebook: at What Price? / Digital Marketing

In this workshop, students will interact together and with our facilitators to find innovative marketing strategies addressing the needs of connected consumers.

Find Your Logo! / Brand Building

An image is worth a thousand words! This workshop explores the business world through the visual identity of various businesses. Students will learn more about marketing and study in detail concrete examples of corporate image.

Our workshops will be offered virtually for the 2020-2021 school year.

Information :

Student Services Centre

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