The Junior Entrepreneurs’ Marketing Association envisions itself to be a student organization that works towards excellence and is committed to the development of well-rounded individuals as future leaders of the corporate world. It is one of the best performing organizations in De La Salle University, as well as one of the top four marketing organizations as awarded by the Philippine Junior Marketing Association.

The purpose of the organization is to promote the advancement of the best interest of our constituents by providing academic and professional development activities and promoting the furtherance of fellowship among alumni, students, faculty, staff, and key business sectors and other external alliances.

We create an environment that will further enhance the holistic development of potential student leaders in the marketing field who will exemplify Lasallian excellence as they venture into the corporate world through socio civic activities, academic activities, and internal activities that promote growth for the members of the organization.