

**JMS MARKFEST 2021
(WEBINAR)**

Rationale

VISION

The Junior Marketing Society envisions that the organization will serve as the premier academic organization contributing to the total achievement of the student's advancement and excellence in their academics, as well as the realization of the university's goals and aspirations, by the encouragement of the continuous effort and perseverance of its members.

MISSION

The Junior Marketing Society is the student organization of Bachelor of Science in Business Administration major in Marketing Management that aims quality leadership, unity and equity for the development of its co-students, and serves as the foundation of teamwork and academic excellence of the students as well as the university.

Theme

“Unveiling Diverse Strategies in a Digital Marketing Context”

Goals and Objectives:

- Identify the kinds of channel in digital marketing with the use of the internet to attract customers
- Determine the usefulness of digital marketing strategies in today's generation
- Know what brand awareness is and what online methods used to build brand awareness
- Explore how digital technology can increase the effectiveness of campaign management and product/marketing design and execution and
- Discover new ideas that can contribute to the knowledge of marketing students.



Venue & Date

- Facebook Live
- **January 18, 2021 (Monday)**
- **02:00pm to 04:00pm**

Participants:

- Bachelor of Science in Business Administration Major in Marketing Management Students from first year to fourth year.

Home Rules

- Be on time.
- Be respectful.
- Participate and be attentive.

Guidelines

- Register thru online pre-survey.
- Like and Follow JMS FB page.
- Post-registration thru online post-survey.

Mechanics of Implementation

1. Coordinate with the persons involve:
 - Director of PUP-QC Branch
 - Academic Head of PUP-QC
 - Administrative Officer and Property Custodian
 - Office of Student Affairs and Services
 - Student Organizations (Academic and Non - Academic)
2. Conduct an announcement to the participants of what they will do on the said event.
3. Send a letter of invitation to JMS Alumni Partners and Partner Schools/Organizations.

JMS





4. Creation of technical working committees.

- Adhoc Committee - Jomel Rabadon, Jerome Portugal and Excelsis Saonoy Jr.
- Finance and Fund Raising Committee - Melanie Marquez and Yves Patrick Ibanez
- Program Committee - Rea Oliveros, Tracy Fler Cabatic, Karen Zuniga and Arnold Cachuela
- Communication and Invitation Letters - Rea Oliveros and Judylen Talaman
- Technical Committee - Mark Lester Mateo and Leigh Anne Garcia
- Ads and Publicity Committee - Seleena Dela Cruz and John Lexter Berdin
- Registration and Documentation - John Michael Marquez and Edna Moana

5. Preparation and actualization

JMS





Program Flow

**JMS MARKEST 2021
(WEBINAR)
January 18, 2021
Monday, 02:00pm to 04:00pm
Facebook Live**

Doxology and National Anthem	02:00pm – 02:05pm
Acknowledge Sponsors	02:05pm – 02:07pm
Opening Remarks (Prof. Edgardo S. Delmo)	02:07pm – 02:10pm
Webinar First Speaker Mr. Glenn Lisanin (GIA Tech) <i>“Utilizing the Power of Digital Marketing for Business”</i>	02:10pm – 02:40pm
Question and Answer	02:40pm – 02:55pm
AVPs/TVCs	02:55pm – 03:05pm
Webinar Second Speaker Mr. Harold Gardon (Prulife UK) <i>“Applying Smart Social Media Strategies”</i>	03:05pm – 03:35pm
Question and Answer	03:35pm – 03:50pm
Awarding of Certificates	03:50pm – 03:52pm
Acknowledge Sponsors	03:52pm – 03:54pm
Closing Remarks (JMS Executive)	03:54pm – 03:57pm
PUP Hymn	03:57pm – 04:00pm

Ms. Seleena Dela Cruz
Vice President for Communications, PUPQC JMS
MASTER OF CEREMONY

JMS

