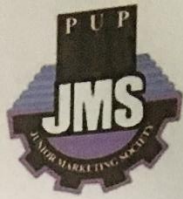


POLYTECHNIC UNIVERSITY OF THE PHILIPPINES
JUNIOR MARKETING SOCIETY



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ADVISER, PUPQC JMS

"The Future of Business is
Social. So Dream Big. Start
Small. But most of all, Start!"

May 24, 2021

PROF. EDGARDO S. DELMO
Branch Director
PUP Quezon City Branch

THRU: PROF. DORIS B. GATAN
Head, Office of the Academic Affairs

PROF. ROSELLER M. MALABANAN
Administrative Officer and Property Custodian

PROF. DEMELYN E. MONZON
Head, Office of the Student Affairs and Services

Dear Prof. Delmo,

A day filled with grace and blessings!

The **Junior Marketing Society (JMS)** of Polytechnic University of the Philippines Quezon City Branch upholding the standard of marketing management education by promoting academic excellence, leadership, unity, and equity.

As part of its endeavors, the JMS will be holding its **Marketing Management Film Festival** with the theme "**MMFF 2021: Behind the Scenes**" on **June 24, 2021 (Thursday)** from **2:00 PM to 5:00 PM** via **FB Live**.

Marketing Management Film Festival is the most significant event for the 2nd semester of this academic year in JMS PUP-QC. This short film competition highlights the creativity and imagination of students by depicting the untold story of someone inspired by actual events or a story that is not widely known. Thus, it is essential to see sponsors' products on their short films through product placement or any strategy they use to advertise the products.

The objectives of this event are as follows:

- Regarding Pillar 4: Holistic Student Development and Engagement, the Junior Marketing Society aims to give students a platform through the Marketing Management Film Festival to convey their self-expression, skills freely and exhibit their creativity as a group. Thus, we anticipate that this avenue will help students showcase their out-of-the-box thinking and imagination by producing a quality short film that unfolds the never-seen-before stories of an individual.
- The Pillar 8: Synergistic, Productive, Strategic Networks and Partnerships, in which the Junior Marketing Society is genuinely committed to strengthening the linkages in partnership through collaboration with the student members of the university, and cooperation with external organizations across the country, to be able to accomplish the university's mission and vision.
- The Junior Marketing Society adheres to Pillar 9: Active and Sustained Stakeholders' Engagement. It aspires to foster a strong camaraderie amongst students affiliated with the university and the external partner organizations by recognizing their collective effort. With this, the acknowledgment also extends to private individuals/organizations who sponsored products that significantly contributed to the success of all events and activities.

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We are hoping for your utmost support. Thank you in advance, and May God bless you.

For the students, we remain.

Rea E. Oliveros
Executive Vice President, PUPQC JMS

Noted by:

Jomel T. Rabadon
President, PUPQC JMS

Danilo R. Mercado Jr.
President, Supreme Student Council

Prof. Jhanno Isip
Adviser, PUPQC JMS

JMS



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