



MARKETING MANAGEMENT FILM FESTIVAL 2021

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.

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“MMFF 2021: Behind the Scenes”

Marketing Management Film Festival is the largest event for the 2nd semester of this academic year in PUP-QC. This short film competition highlights the creativity and imagination of students by depicting the untold story of someone who was inspired by true events or a story that is not widely known. Thus, the product of sponsors must be seen on their short film through product placement or any strategy they use to advertise the products.

Goals and Objectives:

- 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 freely convey their self-expression, skills, and exhibit their creativity as a group. Anticipating that this avenue will be able to help students to 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 truly committed to strengthening the linkages in partnership through collaboration with the student members of the university, and partnership 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 which 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.

Venue & Date

- Facebook Live
- Posting of entries - **June 16, 2021, Wednesday**
- Awarding Ceremony - **June 24, 2021, Thursday**
- 02:00pm to 05:00pm

Participants:

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

Home Rules

- Be on time.



- Be respectful.
- Participate and be attentive.

Guidelines

- Follow the rules and regulations.
- Like and follow the official JMS Facebook page.

Mechanics of Implementation

1. Coordinate with the persons involved:
 - 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 at the said event.
3. Send a letter of invitation to all PUP-QC Marketing Management students.
4. Creation of technical working committees.
 - Ad hoc Committee - Rea Oliveros and Excelsis Saonoy Jr.
 - Finance and Fund-Raising Committee - Melanie Marquez and Yves Patrick Ibanez
 - Program Committee - Jomel Rabadon, Jerome Portuguez,
 - Communication and Invitation Letters - Jomel Rabadon 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, Edna Moana, Tracy Fler Cabatic, Karen Zuniga, and Arnold Cachuela
5. Preparation and actualization

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MECHANICS

- They must showcase the untold story of someone that has been inspired by true events or a story that is not viewed by many.
- They must ensure that the product of sponsors must be seen on their short film through product placement or any strategy they want to somehow advertise the products.
- They must send the soft copy of their short film entry to the JMS Executive Coordinator.
- All short films will be posted on the PUP JMS official Facebook page.
- Minimum of 5 and maximum of 10 minutes short film.

Registration

- Registration is open for all bona fide Marketing Management students of the PUP Quezon City branch
- The maximum short film entry per section is five (5).
- Registration of all participants must be completed from **May 10** until **May 17, 2021**.

Genre

- All participants have the freedom to choose any of the genres they like in creating the short film. Examples are Drama, Comedy, Romance, Horror, Documentary, Action/Adventure, etc.

Judging

- The Major and Minor Awards for this film festival is will be voted by external judges. Major Awards include Short Film of the Year Winner, with 1st and 2nd runner up. While Minor Awards include Best Story, Best Editing, Best Cinematography, Best Actor/Actress, Best Music, and Best Picture.
- There will be a prize for the Special Award. This is the most popular short film or People's Choice Award as voted by the audience through social media at the film festival screening.
- All decisions will be irrevocable.

Submission of Entry

- All entries must be submitted through the Google Drive of the JMS Executive Coordinator

1. Complete the registration form and submit the entry.





- Registration of the participants must be completed by **Monday, May 17, 2021**.
- Submission of the film must be completed by **Tuesday, June 15, 2021**.

2. Upload the official poster and film on Google Drive provided by the Executive Coordinator of JMS.

- The entry will not be accepted if:
 - Not completed and submitted the registration form.
 - The entry violates any of the terms and conditions.

Awards

- Best Story
- Best Editing
- Best Cinematography
- Best Actor/Actress
- Best Music
- Best Picture
- People's Choice Award

Main Award: **Best Short Film** (Winner, 1st, and 2nd runner up)

SHORT FILM CRITERIA	
Technicality (Direction, Cinematography, Production, Design, Sound, Editing)	40%
Concept (Delivery of an idea, concept, or story)	30%
Appeal (Registry of the short film to viewers)	5%
Originality and Creativity (Appropriateness)	25%
TOTAL:	100%

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Program Flow

Marketing Management Film Festival 2021
Awarding Ceremony
June 24, 2021 | Thursday | 02:00pm to 05:00pm
Live @ JMS Facebook Page

AVCs & TVCs	01:45pm – 02:00pm
Doxology	02:00pm – 02:03pm
Introduction of Host	02:03pm – 02:05pm
Acknowledge Sponsors	02:05pm – 02:07pm
Virtual Red Carpet Entrance	02:07pm – 02:22pm
Opening Remarks	02:22pm – 02:25pm
Intermission Number	02:25pm – 02:30pm
Presentation of Entries for Special Awards	02:30pm – 02:45pm
Intermission Number	02:45pm – 02:55pm
AVPs & TVCs	02:55pm – 03:00pm
Presentation of Film Entries	03:00pm – 03:15pm
Message from Judges	03:15pm – 03:45pm
Awarding of Certificates to Judges	03:45pm – 03:48pm
Intermission Number (Guest Performer)	03:48pm – 03:53pm
Awarding of Special Awards	03:53pm – 04:03pm
Speech from Winners	04:03pm – 04:10pm
Intermission Number (Guest Performer)	04:10pm – 04:15pm
Acknowledge Sponsors	04:15pm – 04:17pm
Awarding of Major Award	04:17pm – 04:25pm
Closing Remarks	04:25pm – 04:30pm
PUP HYMN	04:30pm – 04:35pm
AVCs & TVCs	04:35pm – 04:45pm

(Host)

MASTER OF CEREMONY

