

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES JUNIOR MARKETING SOCIETY



JMS EXECUTIVE BOARD A.Y. 2020-2021

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PROF. JHANNO ISIP
ADVISER, PUPQC JMS

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

November 26, 2020

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

THRU: **PROF. DOBIS 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

DANILO R. MERCADO JR.
President, Supreme Student Council

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 following events;

- **January 18, 2021 (Monday)** from 02:00pm to 04:00pm via FB Live.
JMS MARKFEST Webinar with a theme "*Unveiling Diverse Strategies in a Digital Marketing Context*"
- **January 19 to February 14, 2021** via Facebook Page
- **February 15, 2021 (Monday)**, from 02:00pm to 04:00pm via FB Live.
JMS MARKFEST Obra Marketista with a theme "*OBRA MARKETISTA; Great Talents Through Digital Contemporary Art*"

The objectives of this event are as follows;

- 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.
- Showcase the creativeness and talent of Junior Marketing Society students through contemporary art in relevance to digital marketing.
- Highlight the greatness of Junior Marketing Society students as we embrace the new normal.

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- Encourage the Junior Marketing Society students to be more resourceful in expressing their ideas and skills.

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

For the students we remain,

JOMEL T. RABADON
President, PUPQC JMS

Noted by:

PROF. JHANNO ISIP
Adviser, PUPQC JMS

JMS