

CONCEPT PAPER

MARKETHINK PRESENTS:

“A Basic Guide in Building Wealth Through the Stock Market”

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:

“A Basic Guide in Building Wealth Through the Stock Market”

Goals and Objectives:

- To learn about Stock & Stock Market basics
- To have a clear understanding of Stock Exchanges, Financial Intermediaries and Stock Indices
- To attain knowledge on Stock Trading Fundamentals

Discover new ideas that can contribute to the knowledge of marketing students in the field of investing.

JMS



Venue & Date

- Facebook Live
- **April 29, 2021 (Thursday)**
- **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.

Programme

MarkeThink Presents:
A Basic Guide in Building Wealth Through the Stock Market
(WEBINAR)
April 29, 2021
Thursday, 02:00pm to 04:00pm
Facebook Live

Introduction (02:00pm – 02:05pm)	Seleena Dela Cruz <i>VP for Communication</i>
Doxology and National Anthem (02:05pm – 02:10pm)	Jerome Portuguez <i>VP for Administration</i>
Opening Remarks (02:10pm – 02:15pm)	Jomel Rabadon <i>JMS President</i>
Introduction of 1st Resource Speaker (02:15pm – 02:45pm)	Seleena Dela Cruz <i>VP for Communication</i>
Question & Answer (02:45pm – 03:00pm)	Seleena Dela Cruz <i>VP for Communication</i>
Introduction of 2nd Resource Speaker (03:00pm – 03:30pm)	Seleena Dela Cruz <i>VP for Communication</i>
Question & Answer (03:30pm – 03:45pm)	Seleena Dela Cruz <i>VP for Communication</i>
Awarding of Certificates (03:45pm – 03:50pm)	Rea Oliveros <i>Executive Vice President</i>
Closing Remarks (03:50pm – 03:55pm)	Jerome Portuguez <i>VP for Administration</i>
PUP HYMN (03:55pm – 04:00pm)	Jerome Portuguez <i>VP for Administration</i>

Ms. Seleena Dela Cruz
MASTER OF CEREMONY

