



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.

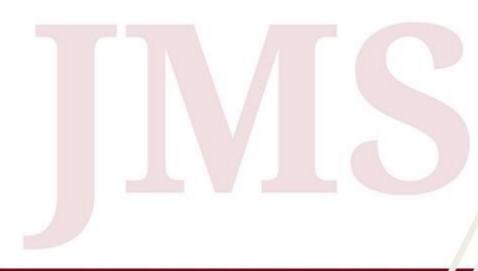




- 4. Creation of technical working committees.
 - Adhoc Committee
 - Finance and Fund Raising Committee
 - **Program Committee**
 - Communication and Invitation Letters
 - **Technical Committee**
 - Ads and Publicity Committee
 - Registration and Documentation

- Jomel Rabadon, Jerome Portuguez and Excelsis Saonoy Jr.
- Melanie Marquez and Yves Patrick Ibanez
- Rea Oliveros, Tracy Fler Cabatic, Karen Zuniga and Arnold Cachuela
- Rea Oliveros and Judylen Talaman
- Mark Lester Mateo and Leigh Anne Garcia
- Seleena Dela Cruz and John Lexter Berdin
- John Michael Marquez and Edna Moana

5. Preparation and actualization







Program Flow

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

Doxology and National Anthem 02:00pm - 02:05pmAcknowledge Sponsors 02:05pm - 02:07pmOpening Remarks (Prof. Edgardo S. Delmo) 02:07pm - 02:10pm02:10pm - 02:40pm Webinar First Speaker Mr. Glenn Lisanin (GIA Tech) "Utilizing the Power of Digital Marketing for Business" Question and Answer 02:40pm - 02:55pmAVPs/TVCs 02:55pm - 03:05pm**Webinar Second Speaker** 03:05pm - 03:35pmMr. Harold Gardon (Prulife UK) "Applying Smart Social Media Strategies" 03:35pm - 03:50pmQuestion and Answer Awarding of Certificates 03:50 pm - 03:52 pmAcknowledge Sponsors 03:52pm - 03:54pmClosing Remarks (JMS Executive) 03:54pm - 03:57pm

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



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03:57pm - 04:00pm