



Republic of the Philippines  
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
Quezon City Branch



# JUNIOR MARKETING SOCIETY

A.Y. 2020 – 2021

## JMS MARKFEST 2021



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Quezon City Branch

# JMS MARKFEST 2021

## “CROSSING TO THE DIGITAL AGE”



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Quezon City Branch

# **DOCUMENTATION (WEBINAR)**



**PRE – EVENT POSTING**

 Junior Marketing Society - PUPQC Jan 4 · 

The time has come to unveil our first present to you this year!

MARKFEST 2021: Crossing to the Digital Age is knocking at the door of your 2021s to reveal the brand-new aptness of marketing context.

Gear up, explorers! Join us on our month-long adventure to the digital marketing world happening this January 18, 2021 to February 15, 2021.

Mark your calendars now! Keep an eye here at our official Facebook page, [Junior Marketing Society - PUPQC](#), for further news and announcements.

#JMSMarkFest2021  
#TogetherWithJMS



**MARKFEST 2021**  
CROSSING TO THE DIGITAL AGE

JANUARY 18 TO FEBRUARY 15, 2021

WEBINAR  
"UNVEILING DIVERSE STRATEGIES IN A DIGITAL MARKETING CONTEXT"

OBRA MARKETISTA  
"GREAT TALENTS THROUGH VIRTUAL CONTEMPORARY ART"

FOR INQUIRIES, YOU MAY CONTACT JEROME PORTUGUEZ  
+639550744892  
[PUPQCJMS.JPORTUGUEZ@gmail.com](mailto:PUPQCJMS.JPORTUGUEZ@gmail.com)

176 Shares



 Junior Marketing Society - PUPQC Jan 12 • 3

There are only six days ahead before MARKFEST 2021: Crossing to the Digital Age presents our webinar entitled: "Unveiling Diverse Strategies in a Digital Marketing Context."

Grab the chance to learn and discover as we explore the digital marketing world happening on January 18, 2021, Monday, from 2:00 PM to 4:00 PM, via Facebook Live. More to that, exciting events and gifts are waiting for you!

Don't miss out! Register now! Don't forget to follow our official Facebook page, [Junior Marketing Society - PUPQC](#), to stay informed and updated.

Same as what you feel, we are excited to see you there!

Registration link for PUPQC JMS students:  
<https://forms.gle/nURS5RuYDt7KIXY29>

Registration link for Partner Schools:  
<https://forms.gle/RdnPBxp2ZMp8uxha8>

#JMSMarkFest2021  
#TogetherWithJMS



The poster features a futuristic, circuit-board-like background. At the top, it says "MARKFEST" with a star icon. Below that is a large, glowing blue "WEBINAR" title. Underneath it, in smaller text, is "'UNVEILING DIVERSE STRATEGIES IN A DIGITAL MARKETING CONTEXT'". The date "JANUARY 18, 2021" and time "2 PM TO 4PM VIA FB LIVE" are prominently displayed. For inquiries, it lists contact information: "FOR INQUIRIES, YOU MAY CONTACT JEROME PORTUGUEZ" with a phone number "+639550744892" and an email address "PUPQCJMS.JPORTUGUEZ@GMAIL.COM". At the bottom, there are social media sharing icons and a "76 Shares" count.



**JMS** Junior Marketing Society - PUPQC Jan 13 • [View on Facebook](#) [...  
...](#)

There are only five days left until MARKFEST 2021: Crossing to the Digital Age kicks off with our Webinar and Webcast titled "Unveiling Diverse Strategies in a Digital Marketing Context."

In every great adventure, there is a guide leading to the right path. Lucky us, we have Mr. Glenn Permejo Lisanin as our first speaker! His leadership history started as a student-leader, just like most of us. Now, he is the one and only Founder and Operations Manager of GIA Tech IT Solutions.

Get to hear his knowledgeable words on January 18, 2021, from 2:00 PM to 4:00 PM via Facebook Live as he talks about "Utilizing the Power of Digital Marketing for Business."

Stay up-to-date with important announcements by following our official Facebook page [Junior Marketing Society - PUPQC](#) and don't hesitate to register now to be sure we'll catch you there!

Registration link for PUPQC JMS students:  
<https://forms.gle/nURS5RuYDt7KIXY29>

Registration link for Partner Schools:  
<https://forms.gle/RdnPBxp2ZMp8uxha8>

#JMSMarkFest2021  
#TogetherWithJMS

**UNVEILING DIVERSE STRATEGIES IN A DIGITAL MARKETING CONTEXT**

**GUEST SPEAKER**

  
GIA  
TECH

**GLENN PERMEJO  
LISANIN**  
FOUNDER AND OPERATIONS  
MANAGER, GIA TECH IT-  
SOLUTIONS.

TOPIC : UTILIZING THE POWER OF  
DIGITAL MARKETING FOR BUSINESS

**MARKFEST**

FOR INQUIRIES, YOU MAY CONTACT JEROME PORTUGA JR.  
+6399960744899  
[MARKFEST2021QUEZONCITY@gmail.com](mailto:MARKFEST2021QUEZONCITY@gmail.com)

1 Comment • 50 Shares





Republic of the Philippines  
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Quezon City Branch

**JMS** Junior Marketing Society - PUPQC Jan 17 • 2 min read

Only one day left until the official commencement of the most anticipated MARKFEST 2021: Crossing to the Digital Age!

What better way to sow the seeds of our month-long, fun-filled festivity than a rich discussion of different areas of marketing through a Webinar titled "Unveiling Diverse Strategies in a Digital Marketing Context" with prominent speakers, Mr. Glenn Permejo Lisanin and Mr. Harold Gardon tomorrow, January 18, 2021, from 2:00 PM to 4:00 PM via Facebook Live.

And that is just for the first day! Keep an eye as we gradually unfold the details of the next big part of our event, the Obra Marketista, from different games to play, prizes to win and up to performances you will surely enjoy.

This event will not be possible without our generous sponsors.

MARKFEST 2021: Crossing to Digital Age is...

Co-Presented by:

PUP Commonwealth Campus Alumni Association Inc.  
C2 Plus Fiber  
RDL Pharmaceutical Lab., Inc.  
Quickfx  
The WAIS Millennial  
Alaska Milk  
Collex  
Omori PH  
Luscious Sweets  
Likhain Co.  
Stream Concept Study Hub  
Psychedelictees  
BERSI  
Sole Seeker PH

Sponsored By:

Air Channel Travel And Tours  
Chicks and Fins

with...

**Special Thanks To:**  
[Charms Boutique](#)  
[GIA Tech](#)  
[SM Development Corporation](#)

**Official University Media Partner:**  
[Vox Nova](#)

**Media Partners:**  
[ASTIG.PH](#)  
[TechKuya](#)  
[SparkUp](#)

**Guest Partner Schools:**  
[PUP Junior Marketing Executives – JME](#)  
[Junior Marketing Association of the Philippines – PUP Santa Rosa](#)  
[Junior Marketing Association PUP Taguig](#)  
[TIPQC- Junior Marketing Association](#)  
[NEJMA Leaders](#)  
[Sarmiento Campus Junior Marketing Association](#)  
[Junior Executive Marketing Society \(JEMS\) UE – Caloocan](#)  
[TCU Junior Marketing Executive Association – JMEA](#)  
[DHVSU Junior Marketing Association - DJMA](#)  
[Bicol University Junior Marketing Association](#)

#JMSMarkFest2021  
#TogetherWithJMS



2021 MARKFEST  
CROSSING TO THE DIGITAL AGE

WEBINAR JANUARY 18, 2021 | 2PM TO 4PM  
OBRA MARKETISTA FEBRUARY 18, 2021 | 2PM TO 4PM  
CO-PRESENTED BY THE PRIVATE PROFESSIONAL GROUP

SUPPORTED BY: C2, QUICKFX, ALASKA, COLLEX, OMORI PH, STREAM CONCEPT STUDY HUB, PSYCHEDELICTEES, BERSI, SOLE SEEKER PH

SPECIAL THANKS TO: AIR CHANNEL TRAVEL AND TOURS, CHICKS AND FINNS

MEDIA PARTNERS: ASTIG.PH, TECHKUYA, SPARKUP

Khel Marquez and 340 others 252 Shares



**DURING THE EVENT**



The event started by the host Ms. Seleena Dela Cruz



Polytechnic University of the Philippines Quezon City Branch Director, Professor Edgardo S. Delmo gives an inspirational message to all participants in the event.



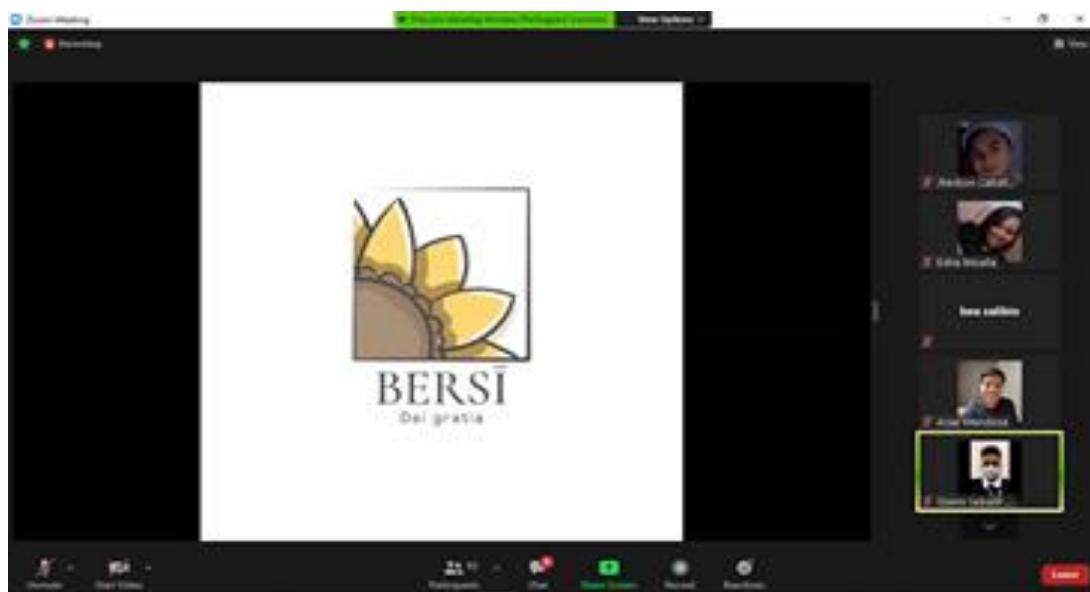
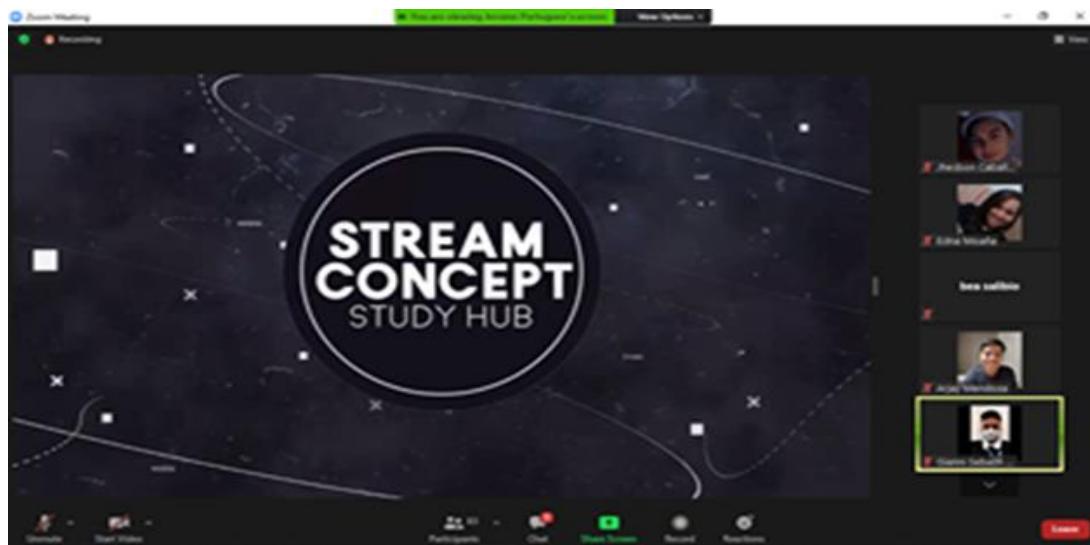
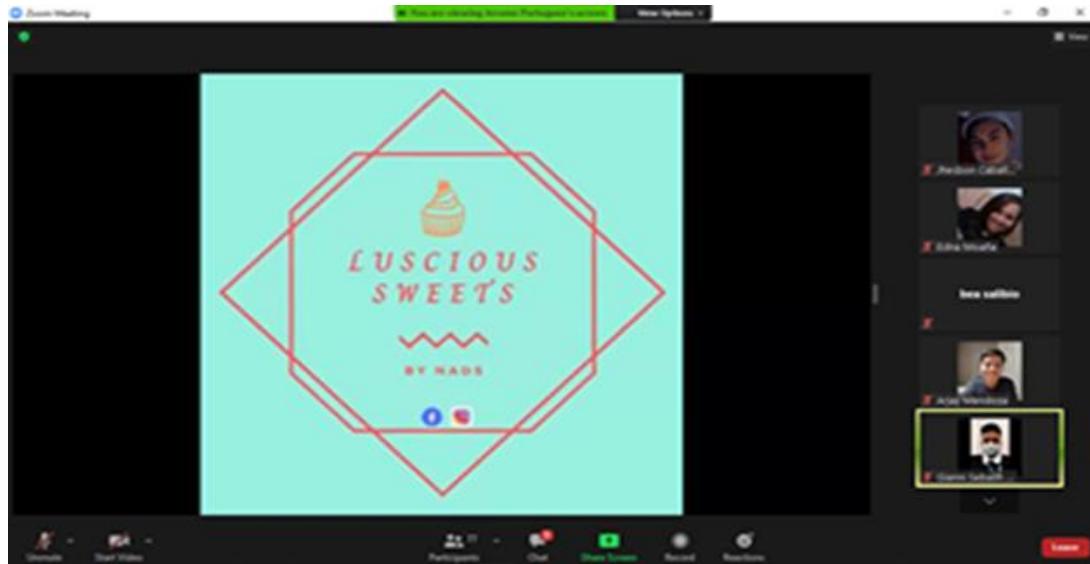
Mr. Glenn Lisanin Founder and Operations Manager of GIA Tech IT Solutions as he talked about  
"Utilizing the Power of Digital Marketing for Business"



The Millennial Wealth Planner, Mr. Harold Q. Gardon, on screen as he shared his expertise and professional insights about "Applying Smart Social Media Strategies".



**FLASHING OF EVENT SPONSORS**

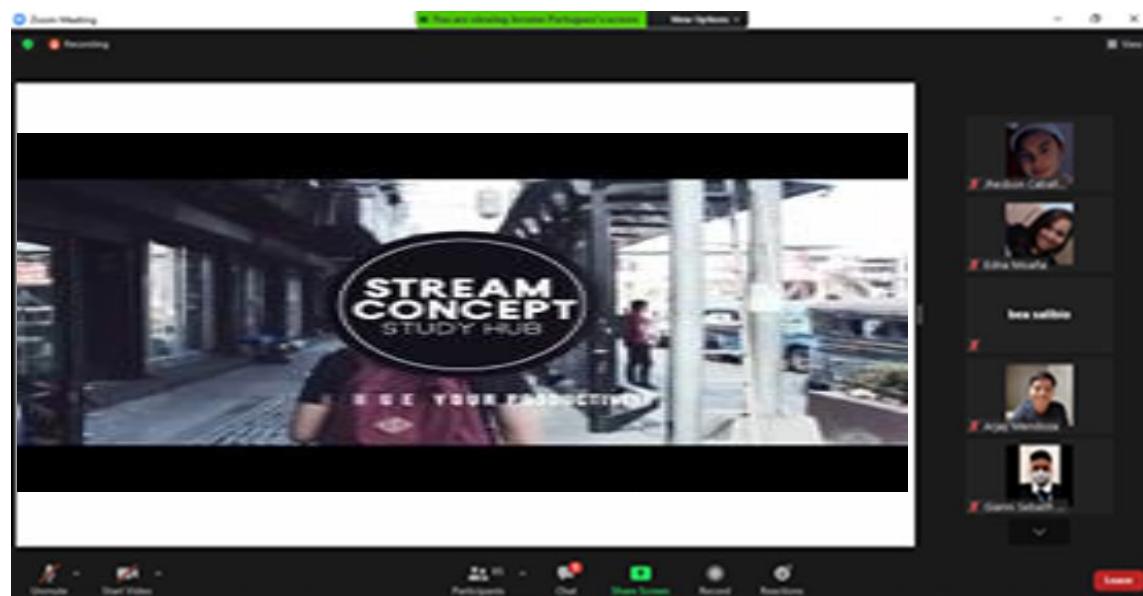
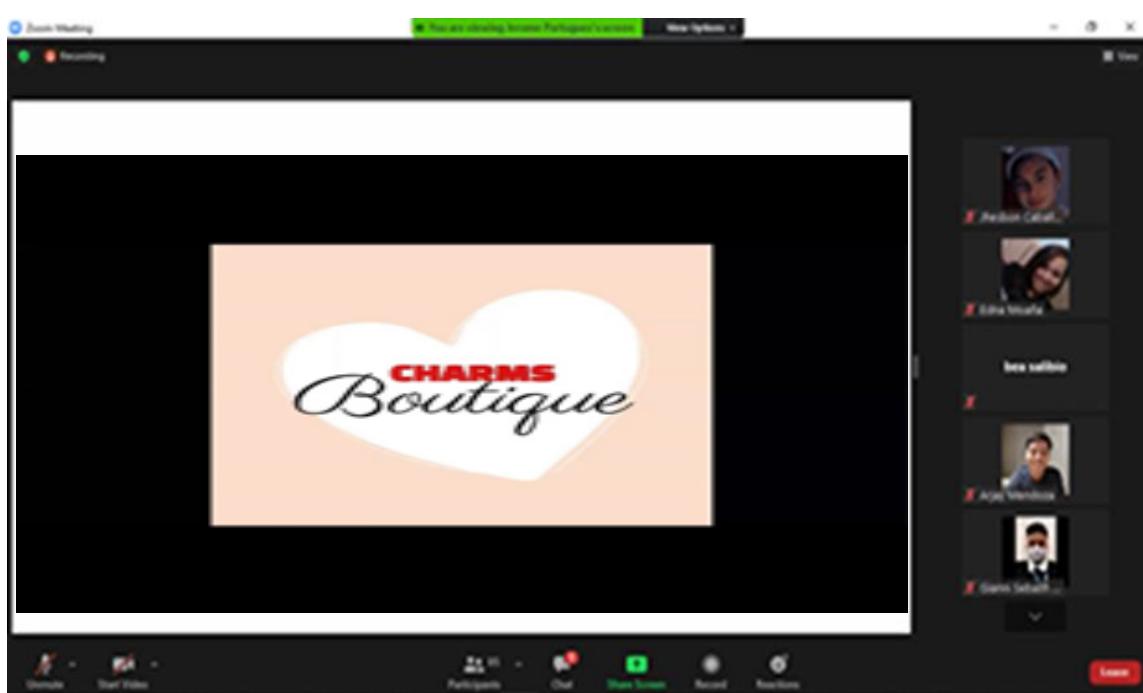
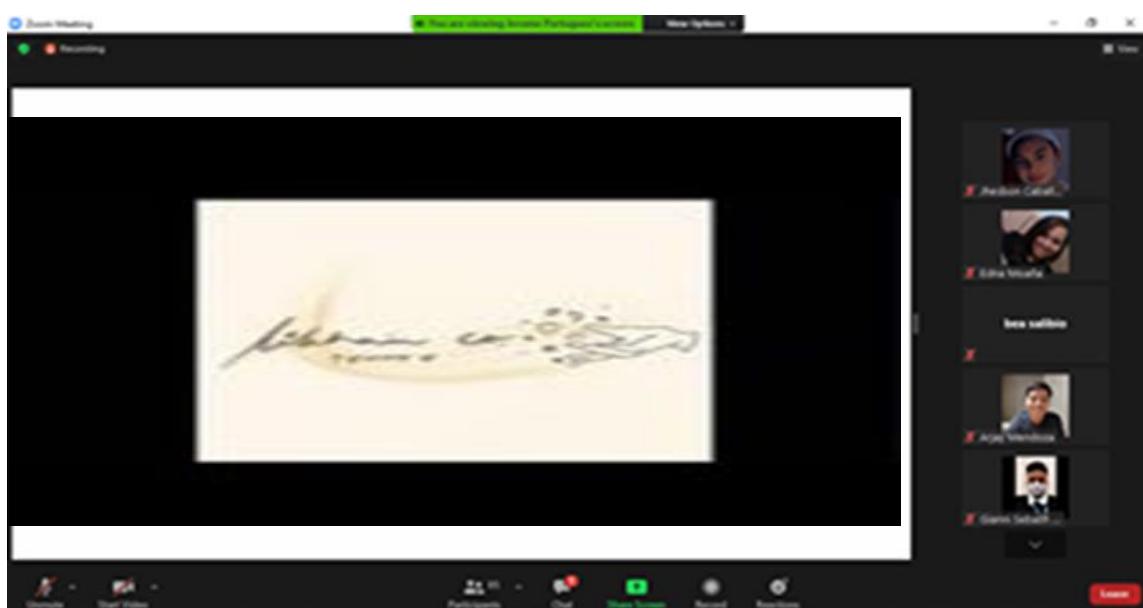






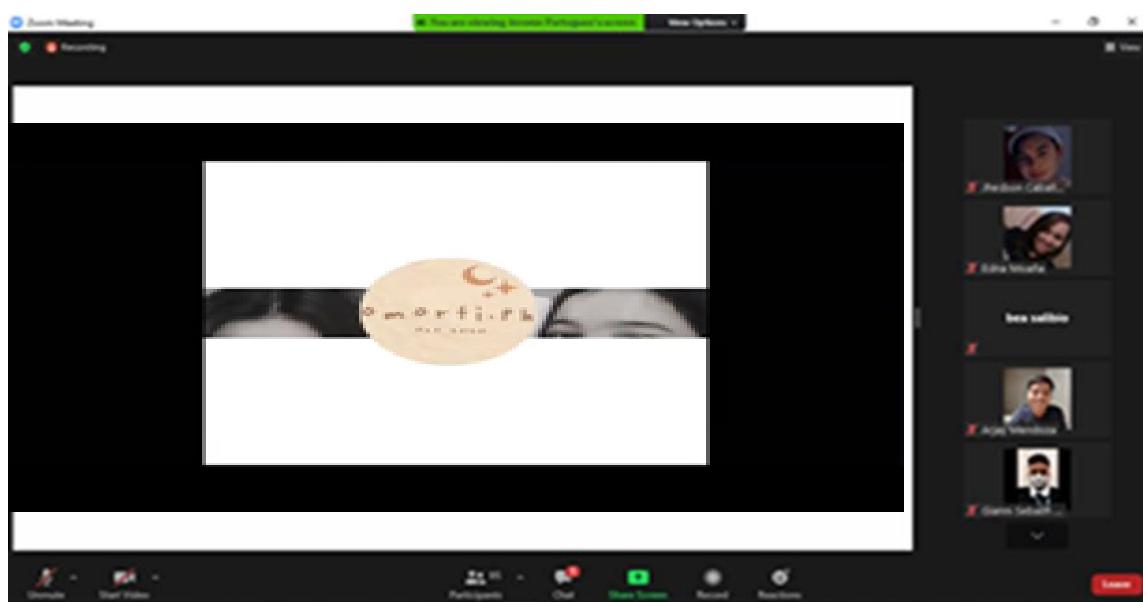
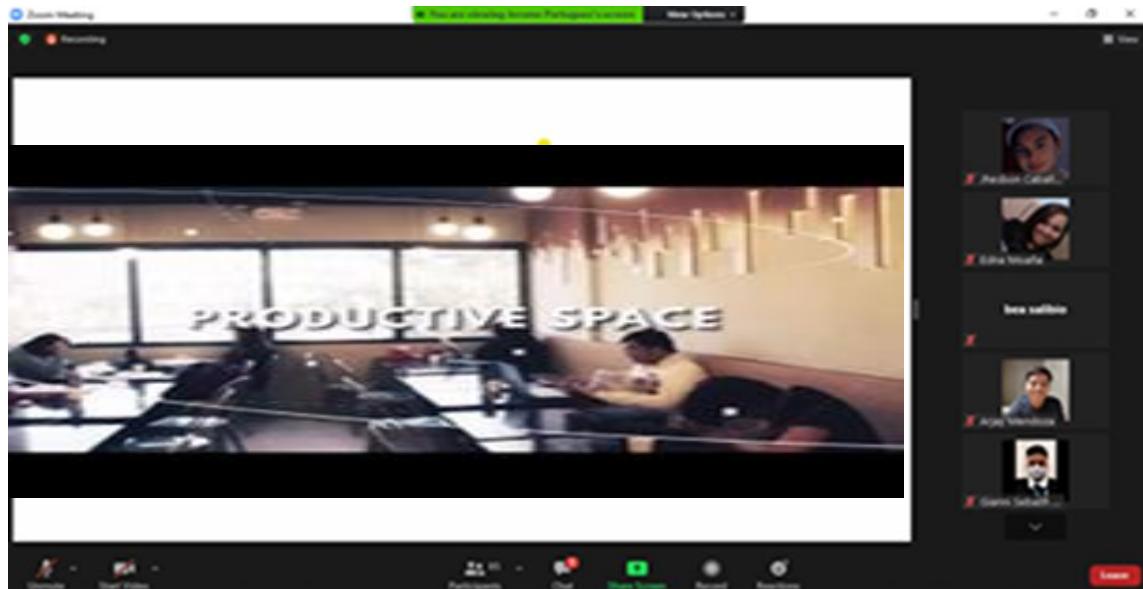


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Quezon City Branch





**POST EVENT POSTING**







**JMS** Junior Marketing Society - PUPQC Jan 21 • 2

Can't get the webinar "Unveiling Diverse Strategies in a Digital Marketing Context" out of your head?

Well, that's not only what MARKFEST 2021: Crossing to the Digital Age has to offer!

At present, our prevailing environment drives us to live in the digital world. This inspires us, the Junior Marketing Society - PUPQC, to create more opportunities for you to cherish and enjoy! With this, our generous sponsors would like to extend their rewarding and delightful gifts to everyone!

Taste the joy of having pleasurable and hassle-free shopping experience as our benevolent sponsors provide everyone free discount vouchers from:

Collex  
Omorf PH  
Luscious Sweets  
Likhain Co.  
BERSI  
Sole Seeker PH  
Psychedelictees  
Chicks and Fins

Check out each sponsor's mechanics to know how to acquire their voucher!

Please be informed that these vouchers are exclusive to registered participants and winners will be randomly selected.

Good day and happy shopping!

#JMSMarkFest2021

#TogetherWithJMS





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Quezon City Branch

# **DOCUMENTATION (OBRA MARKETISTA)**



**PRE EVENT POSTING**

 Junior Marketing Society - PUPQC Jan 19 ·

"The true beauty of music is that it connects people" - Roy Ayers

The Junior Marketing Society - PUPQC gleefully invites you to join one of the featured event of MARKFEST 2021: Crossing to the Digital Age, the virtual Battle of the Bands. Show us what you got! Join now! Please be guided by the mechanics below.

The virtual Battle of the Bands will not be possible without the help of our generous sponsors:

PUP Commonwealth Campus Alumni Association Inc.  
Charms Boutique  
Air Channel Travel And Tours

Keep an eye as we gradually unfold the details of the next activities as part of our event, the Obra Marketista, from different games to play, prizes to win, and up to performances you will surely enjoy.

#JMSMarkFest2021  
#TogetherWithJMS

**OBRA MARKETISTA**  
DISPLAY TALENTS THROUGH VIRTUAL CONTEMPORARY ART  
JANUARY 19 TO FEBRUARY 16, 2021

**VIRTUAL BATTLE OF THE BAND MECHANICS**

- Entries are open to all PUPQC JMS members and Partner Schools with 2 or more performers per group.
- Each group will perform an OPM song with a maximum time of five (5) minutes.
- Each group may perform a medley arrangement of songs.
- Participants should follow JMS Facebook page.
- Upload your entries in your Facebook on February 01, 2021 and tag our official Facebook page, Junior Marketing Society - PUPQC and use the hashtags #VirtualBOTB #JMSMarkFest2021.
- Earning of reactions is from February 01 to 08, 2021.

**CRITERIA FOR JUDGING**

Criteria	Weightage
Virtual Collaboration	40%
Quality of Performance	40%
Audience Impact	20%
TOTAL	100%



 JUNIOR MARKETING SOCIETY  JMSUPQC  JMSUPQC

62 30 Shares





 Junior Marketing Society - PUPQC Jan 23 · 

Do you find yourself aspiring to learn how to manage your finances?

If the answer is yes, then, we got you because that's also exactly what we have in mind. Great minds really think alike, aren't they?

It is essential to have financial literacy since it equips us with insights and skills we need to handle our money effectively. With JMS, learning financial management is now possible, thanks to [The WAIS Millennial](#)! Due to their munificence, numerous spots for the financial management workshop originally worth P5,000 will be now given for FREE!

Do you want to become one of the lucky winners? Follow the mechanics below to turn your wish into reality!

REMINDER: There is no specific number of winners. The judging panel may choose as many as they want so do your best and good luck!

As The WAIS Millennial always say, "Pagdating sa pera, dapat WAIS!"

#JMSMarkFest2021  
#TogetherWithJMS

**MECHANICS**

- Like and Follow The WAIS Millennial Facebook page
- Comment down below your answer to ["As a student, share us your simple ways to save money during the pandemic."](#)
- Winners from this activity will be announced on [February 15, 2021](#) in our next event, JMS Obra Marketista.





46 9 Comments • 14 Shares



Junior Marketing Society - PUPQC • Jan 25 • [View on Facebook](#)

Now is the time to showcase your creativity!

Junior Marketing Society heartily invites you to join our Low-Cost Cosplay and Poster-Making contests as part of our celebration of MARKFEST 2021.

To those interested, please refer to the mechanics below.

This segment of MARKFEST 2021 is brought to you by:

[PUP Commonwealth Campus Alumni Association Inc.](#)  
[RDL Pharmaceutical Lab., Inc.](#)  
[C2 Plus Fiber](#)  
[Air Channel Travel And Tours](#)

#JMSMarkFest2021  
#TogetherWithJMS

**OBRA MARKETISTA**  
TAPPI TALAGA THOUGH VIRTUAL, CONTEMPORANEOUS AND  
INNOVATIVE OBRA MARKETISTA

**LOW - COST COSPLAY**

**MECHANICS**

Open to all PUPQC JMS members. Sparts may cosplay any anime and online game character. Sparts must be entirely made of common household items. Bring the photographing as well. File must be in .JPEG format. Sparts should follow JMS Facebook page. Submission of entries will be through our JMS Executive Coordinator Cecilia, at [jmsexecutivecoordinator@gmail.com](mailto:jmsexecutivecoordinator@gmail.com) until January 31, 2021.

**CRITERIA FOR JUDGING**

Creativity and Resourcefulness	40%
Costume	40%
Presentation	20%
<b>TOTAL: 100%</b>	

**POSTER-MAKING**

**MECHANICS**

Open to all PUPQC JMS members and Partner Schools. Express the theme, OBRA MARKETISTA: Great Talents Through Art. Sparts may use any kind of materials. Be creative. Sparts should follow JMS Facebook page. Submission of entries until January 31, 2021 through mail Cecilia at [jmsexecutivecoordinator@gmail.com](mailto:jmsexecutivecoordinator@gmail.com) for JMS members. Those Participate at [jmspartnercoordinator@gmail.com](mailto:jmspartnercoordinator@gmail.com) for Partner Schools.

**CRITERIA FOR JUDGING**

Creativity and Presentation	40%
Originality	30%
Relevance to the Theme	30%
<b>TOTAL: 100%</b>	

43 Shares 19 Shares



 Junior Marketing Society - PUPQC Jan 29 • 3

As profounded by Leonardo da Vinci, simplicity is the ultimate sophistication.

Here at JMS, we believe that there is beauty in simplicity. It means that makeup and skincare do not need to be complicated. Yes, it is possible! With Quickfx, everyone can experience The Beauty of Less.

With this, the Junior Marketing Society delightedly invites you to partake in our pursuit of The Beauty of Less. Show us your natural beauty!

Join now by following the mechanics below!

#JMSMarkFest2021  
#TogetherWithJMS





Junior Marketing Society - PUPQC  
Feb 1 •

On another brand-new day, another great opportunity comes to showcase your talents!

With this, Junior Marketing Society gratefully presents the Photography and Digital Painting contests as a segment of our main-event MARKFEST 2021!

Want to partake in our events? Please refer to the following mechanics below to know more!

Join now and don't miss your chance to win fabulous prizes from our generous sponsors:

PUP Commonwealth Campus Alumni Association Inc.  
RDL Pharmaceutical Lab., Inc.  
C2 Plus Fiber  
Air Channel Travel And Tours

#JMSMarkFest2021  
#TogetherWithJMS

**OBRA MARKETISTA**  
GREAT TALENTS THROUGH VIRTUAL CONTEMPORARY ART  
JANUARY 18 TO FEBRUARY 18, 2021

**PHOTOGRAPHY MECHANICS**

- Entries are open to all PUPQC JMS members and Partner Schools.
- Should capture the essence of the theme, OBRA MARKETISTA: Great Talents Through Virtual Contemporary Art.
- Photographs must be recently taken. File must be in .jpeg format.
- Photographs must not have published in print or online.
- Photographs should not contain sexual and violent-related content.
- Participants should follow JMS Facebook page.
- Submission of entries until February 07, 2021 through:

**OBRA MARKETISTA**  
GREAT TALENTS THROUGH VIRTUAL CONTEMPORARY ART  
JANUARY 18 TO FEBRUARY 18, 2021

**DIGITAL PAINTING MECHANICS**

- Entries are open to all PUPQC JMS members.
- Should express the theme, OBRA MARKETISTA: Great Talents Through Virtual Contemporary Art.
- Entries must be original digital art form.
- Entries must be original digital art form and must be in .png format.
- Participants should follow JMS Facebook page.
- Submission of entries will be through our JMS Executive Coordinator.

25 Shares 15 Shares



**JMS** Junior Marketing Society - PUPQC Feb 3 •

Got your ring light and smartphone ready?

Feel the beats, enjoy the music, and have fun on camera as Junior Marketing Society delightedly invites you to join our TikTok Video Contest! No specific theme and concepts required. Singing, acting, or dancing, the choice of content is up to your creativity!

The stage is waiting for you to reveal your hidden talents! Here's an astonishing TikTok performance from Jayson Palmares of PUPQC MUSA Dance Troupe!

To those interested to join, please refer to the following mechanics below!

This segment of JMS MARKFEST 2021 is brought to you by:

C2 Plus Fiber  
RDL Pharmaceutical Lab., Inc.

#JMSMarkfest2021  
#TogetherWithJMS

**TIKTOK VIDEO CONTEST**  
**MECHANICS**

- Entries are open to all PUPQC JMS members.
- Entries should not exceed to a maximum time of one (1) minute.
- Participants must observe appropriate sound, skin, dance, and appearance.
- Participants should like and follow JMS Facebook page.
- Submission of entries will be through our JMS Executive Coordinator, Mr. Arnold Cachuela, at [jmsmarkfest2021@gmail.com](mailto:jmsmarkfest2021@gmail.com) until February 10, 2021.

**CRITERIA FOR AUDITION**

Creativity	Virality	Comments	Total
50%	30%	20%	TOTAL: 100%

68 19 Shares • 608 Views



Junior Marketing Society - PUPQC  
Feb 4 •

To determine winners, we need some people who will make the last call.

Here they are! Junior Marketing Society is now presenting our Panel of Hurados for MARKFEST 2021 segments named Poster-Making and Low-Cost Cosplay Contests. This group of judges will evaluate your submissions and give merits and demerits according to the predetermined criteria of judging.

Good luck and we hope your work impressed them!

#Hurados  
#JMSMarkFest2021

**OBRA MARKETISTA**  
"EMBRACE TALENTS THROUGH VIRTUAL CONTEMPORARY ART"  
JANUARY 18 TO FEBRUARY 18, 2021

**POSTER-MAKING & LOW-COST COSPLAY HURADOS**

**ANDY ABUYOG**  
Fine Arts Student Major in Painting  
University of the Philippines Diliman

**UENISE DRACOCO**  
former JMS President

**SHEENA ALEGRE**  
JMS Alumni Partner

**REMMUEL BANIQUED**  
former JMS Executive Board

 JUNIOR MARKETING SOCIETY  OBRA PUPQC  OBRA PUPQC

53 21 Shares



 Junior Marketing Society - PUPQC    \*\*\*  
5d ·

Can you be my MARKFEST date on February 15?

We are three days away from the most-awaited event of February. MARKFEST 2021's "Obra Marketista: Great Talents through Virtual Contemporary Art" is coming on your way!

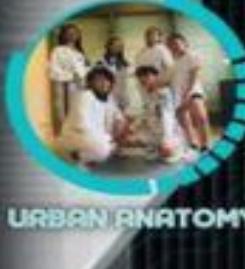
Take your seats, relax and enjoy, and allow yourselves to feel the thrilling talents of Marketistas! With this, Junior Marketing Society joyously presents our outstanding performers for Obra Marketista 2021!

Fill your day with joy, feel the beats, and enjoy the performances!

#JMSMarkFest2021  
#TogetherWithJMS

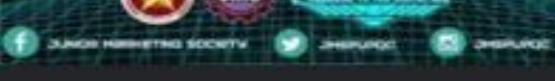
**OBRA MARKETISTA**  
"GREAT TALENTS THROUGH VIRTUAL CONTEMPORARY ART"  
JANUARY 19 TO FEBRUARY 16, 2021

**GUEST PERFORMERS**

  
**URBAN ANATOMY**

  
**LEND MAURIS**

  
**JAYSON POLMARES**

  
JUNIOR MARKETING SOCIETY | JMS | MARKFEST | PUPQC

65      24 Shares





**JMS** Junior Marketing Society - PUPQC Feb 5 •

Aristotle once said, "The aim of art is not to represent the outward appearance of things, but their inward significance."

That is why, to discern who among the participants stood out, the submitted artworks will be going under keen eyes.

Junior Marketing Society is now presenting our Panel of Hurados for MARKFEST 2021 segments named Photography and Digital Painting Contests. This group of judges will evaluate your submissions and give merits and demerits according to the predetermined criteria of judging.

Best of luck and may your intention reach the hearts of our hurados!

#Hurados  
#JMSMarkFest2021

**OBRA MARKETISTA**  
DISPLAY TALENTS THROUGH VIRTUAL CONTEMPORARY ART  
JANUARY 19 TO FEBRUARY 18, 2021

**PHOTOGRAPHY & DIGITAL PAINTING HURADOS**

**EMMANUELLE REFOGIO**  
Former SGC President

**JUFOR MARRON**  
Professional Freelance Photographer

**BUTCH KEVIN ADDAAS**  
Former JMS Executive Board

**JOEY ANGRILA**  
Former JHS President

**JMS** **MARKFEST**

46 22 Shares



 Junior Marketing Society - PUPQC     ...  
Feb 6 ·

"The true beauty of music is that it connects people," Roy Ayers stated.

With all the superb entries for the most anticipated segment of Obra Marketista 2021, Junior Marketing Society is totally blown away. Good thing we have a set of competent individuals who will make the tough call on picking the winner!

Junior Marketing Society joyfully presents our Panel of Hurados for MARKFEST 2021 segment named Virtual Battle of the Bands. This group of judges will evaluate your submissions and give merits and demerits according to the predetermined criteria of judging.

Let music reveal what is inside your heart. Break a leg!

#Hurados  
#JMSMarkFest2021

**OBRA MARKETISTA**  
DISPLAY TALENTS THROUGH VIRTUAL CONTEMPORARY ART  
JANUARY 19 TO FEBRUARY 19, 2021

**VIRTUAL BATTLE OF THE BAND HURADOS**

  
**MIKE JGORELLE TOMELDEN**  
Director, Hundred Islands Arts and Culture

  
**JEROME BRYNN MAYO**  
Project Head, JMS MARKFEST 2018

  
**SKANT UEE**  
Music Artist at Koyote Araneta

Rangel Dave and 41 others     18 Shares





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Quezon City Branch



Junior Marketing Society - PUPQC

4d · 0

•••

We are only two days away from the second official launching of the most-awaited event of February, MARKFEST 2021: Crossing to the Digital Age!

Start-up the week packed with the extravaganza of sensational talents through "Obra Marketista: Great Talents through Virtual Contemporary Art" with our outstanding performers and a very special guest on February 15, 2021, Monday, from 2:00 PM to 5:00 PM via Facebook Live.

All this and more, to widely spread the happiness and excitement, we will open the viewing of the event to the public! With this, "Obra Marketista: Great Talents through Virtual Contemporary Art" will be live-streamed on our official Facebook page, [Junior Marketing Society - PUPQC](#).

Same as what you feel, we are more than excited to see you there!

This event will not be possible without our generous sponsors.

MARKFEST 2021: Crossing to Digital Age is...

Co-Presented by:

C2 Plus Fiber

Quickfx

The WAIS Millennial

Alaska Milk

PUP Commonwealth Campus Alumni Association Inc.

RDL Pharmaceutical Lab., Inc.

EG Funds Manila

Collex

Omorf PH

Luscious Sweets

Likhain Co.

Stream Concept Study Hub

Psychedelictees

BERSI

Sole Seeker PH

Sponsored By:

Air Channel Travel And Tours

Chicks and Fins

with

Special Thanks To:

Charms Boutique

GIA Tech.

SM Development Corporation

Official University Media Partner:

Vox Nova

Media Partners:

ASTIG.PH

TechKuya

SparkUp

Guest Partner Schools:

PUP Junior Marketing Executives – JME

Junior Marketing Association of the Philippines – PUP

Santa Rosa

Junior Marketing Association PUP Taguig

TIPQC- Junior Marketing Association

NEJMA Leaders

Sarmiento Campus Junior Marketing Association

Junior Executive Marketing Society (JEMS) UE - Caloocan

TCU Junior Marketing Executive Association – JMEA

DHVSU Junior Marketing Association - DJMA

Bicol University Junior Marketing Association

#JMSMarkFest2021

#TogetherWithJMS



Khel Marquez and 186 others

116 Shares



 Junior Marketing Society - PUPQC     ...  
3d •

There is only one day left until Obra Marketista: Great Talents through Virtual Contemporary Art begins!

Have you guessed who our special guest for MARKFEST 2021 is?

Well, there is no time for hints cause this is the perfect moment to introduce you, the Wishclusive Pop Performance of the Year awardee, THE JUANS!

Let us get off the ground loaded with the extravaganza of spectacular talents through "Obra Marketista: Great Talents Through Virtual Contemporary Art" with Urban Anatomy, Lend Mauris, Jayson Palmares, and THE JUANS on February 15, 2021, Monday, from 2:00 PM to 5:00 PM, LIVE on our official Facebook page.

Don't hesitate to follow Junior Marketing Society - PUPQC now to be sure we'll catch you there!

Halika na, dito sa lugar kung saan ka magiging masaya!

#TheJuansOnMARKFEST2021  
#JMSMarkFest2021  
#TogetherWithJMS

**OBRA MARKETISTA**  
"GREAT TALENTS THROUGH VIRTUAL CONTEMPORARY ART"  
FEBRUARY 15, 2021 | 2PM TO 5PM | JMS FACEBOOK PAGE

**EXCLUSIVE PERFORMANCE FROM**

BAND OF THE YEAR - 2020 TAGS CHICAGO  
WISHCLUSIVE COLLABORATION OF THE YEAR - BIKIT TO NIANG YARDI SATIN  
BEST QUARANTINE PRODUCED SONG - MANDALIGIN  
WISHCLUSIVE POP PERFORMANCE OF THE YEAR - HINDI TRYO PWEDIE

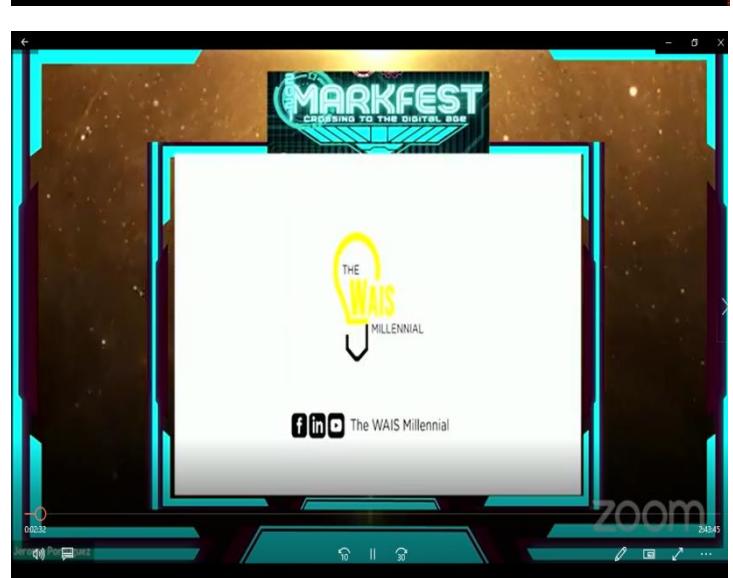
  
**the juans**

 140      14 Comments • 74 Shares



**DURING THE EVENT**

**PRESENTING OF SPONSORS**









Republic of the Philippines  
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
Quezon City Branch

#### PRESENTING MEDIA PARTNERS





### PRESENTING THE PARTNER SCHOOLS









**The event started by a Doxology headed by Ms. Chesska Boysillo**



**Introducing our beloved host, Ms Julianne Kate Zapata and Mr. James Reginald Dipay**

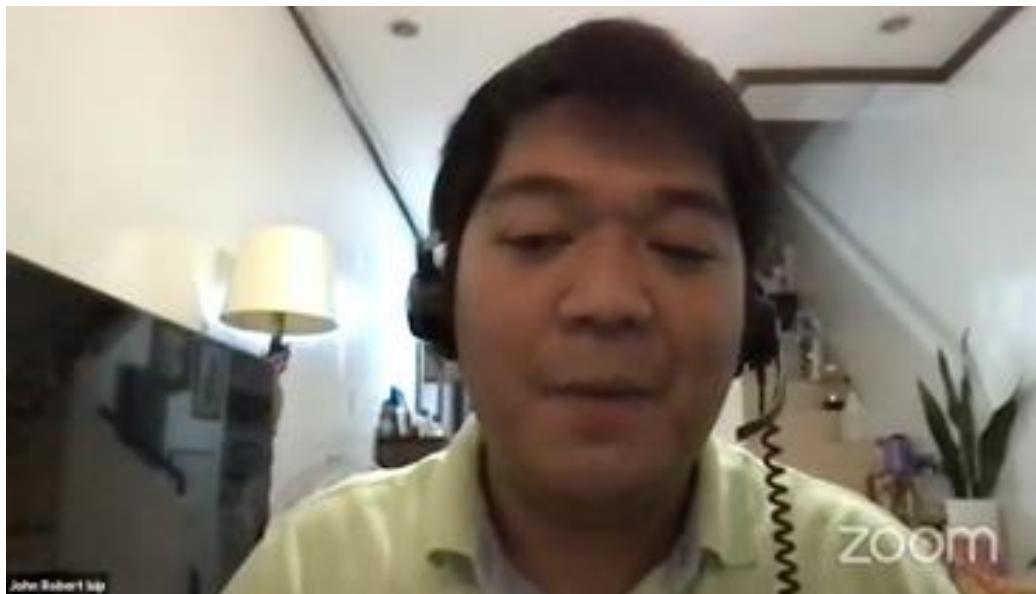


Thank you very much Ms. Julian Kate and Mr. James for the introduction.  
Magandang umaga po sa lahat, sa akin pong mga anak at sa atin pong mga panauhin.  
Unang-una, I'd like to congratulate the organizer of this event - **MARKFEST 2021**, the Junior Marketing Society of PUP Quezon City Branch.  
Congratulations sa inyo for a job well done.

**PROF. EDGARDO S. DELMO**  
**PUP QUEZON CITY BRANCH DIRECTOR**

ZOOM

**Professor Edgardo S. Delmo, Polytechnic University of the Philippines Quezon City Branch Director giving an inspiring message to the viewers**



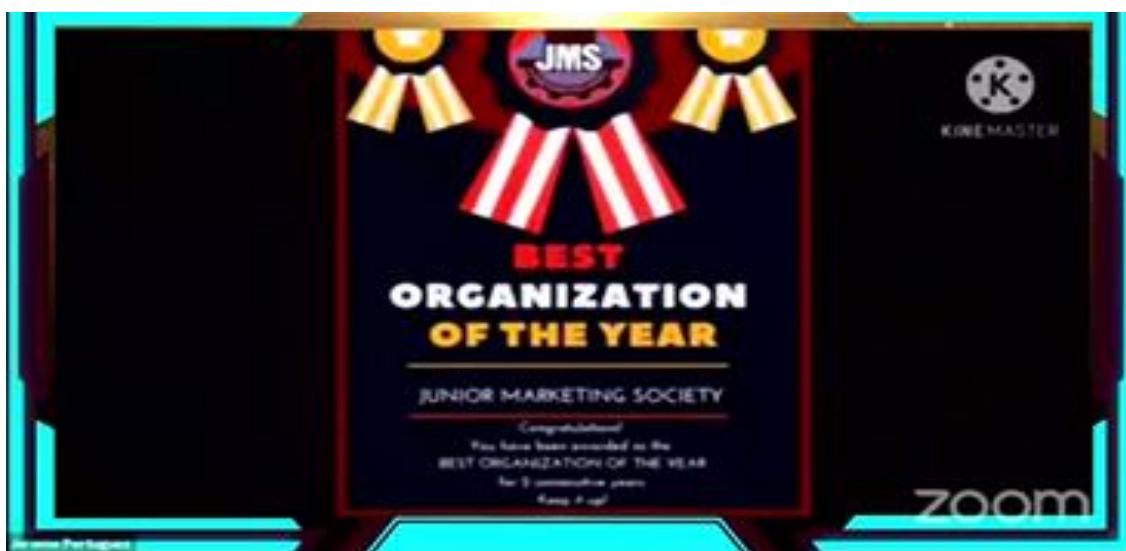
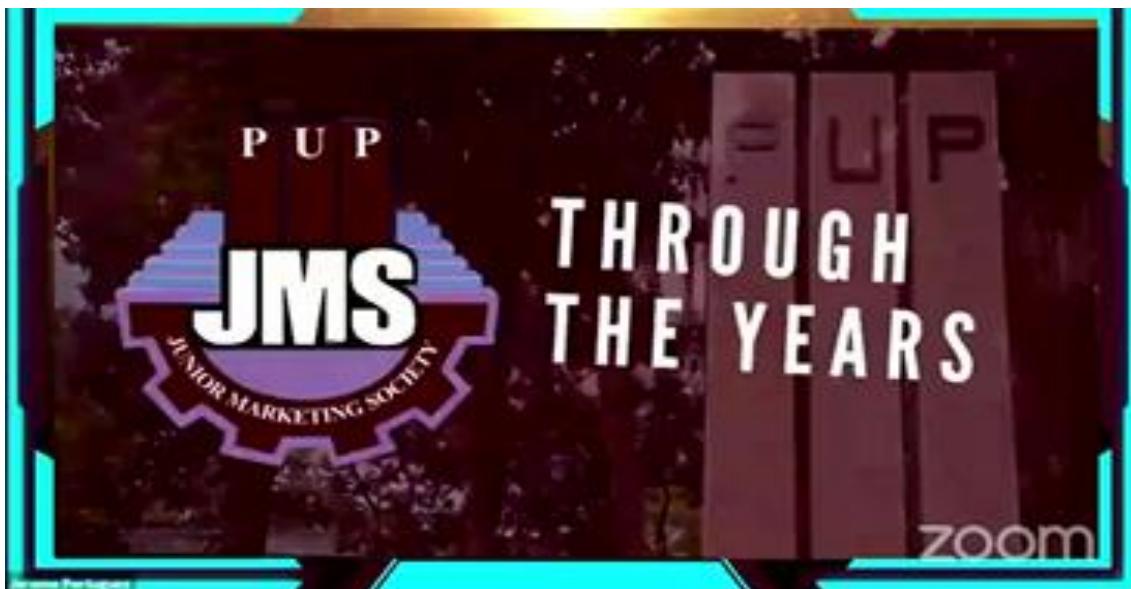
**Prof. Jhanno Isip, The Junior Marketing Society Adviser gives an speech and Introduce the Vice President for Campuses and Branches**



**Professor Pascualito Gatan, Vice President for Campuses and Branches shares an inspiring speech to the viewers**



### JMS THROUGH THE YEARS





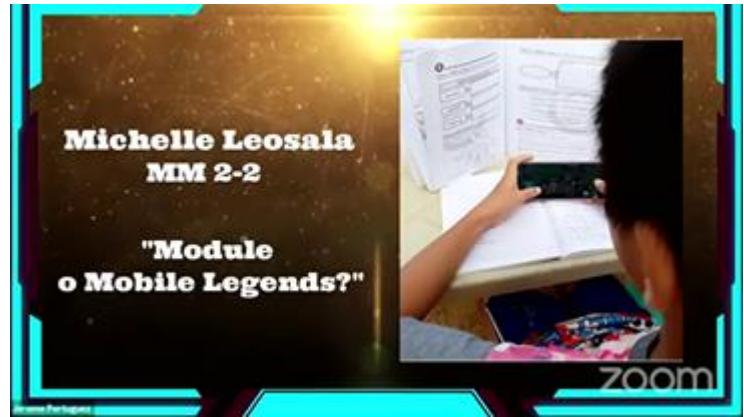
Republic of the Philippines  
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
Quezon City Branch

### PRESENTING THE ENTRIES FOR POSTER MAKING





**PRESENTING THE ENTRIES FOR DIGITAL PAINTING**





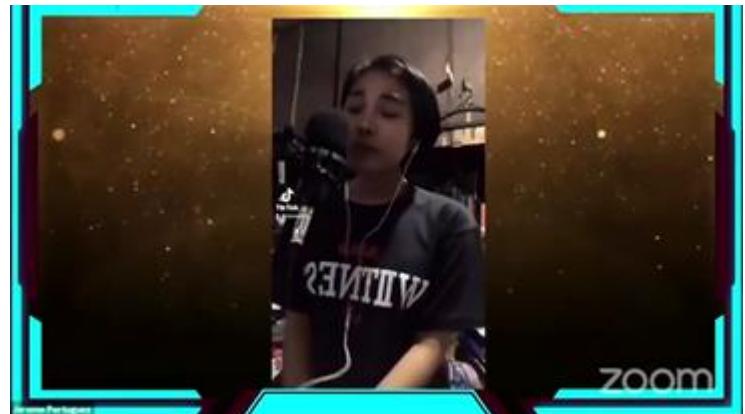
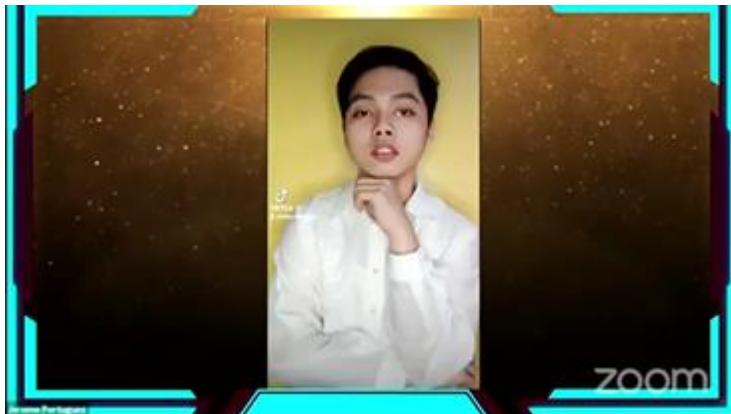
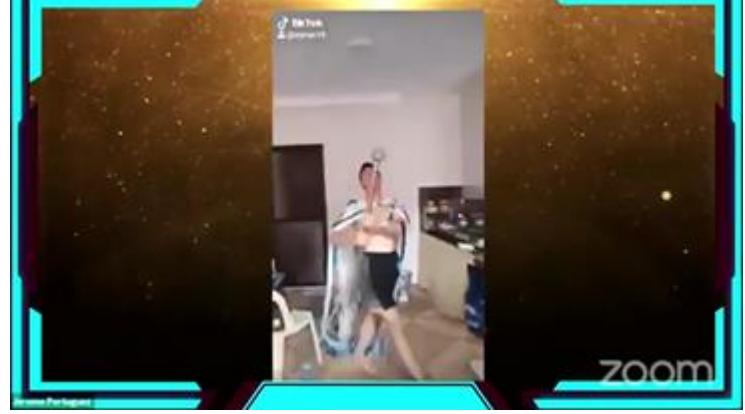


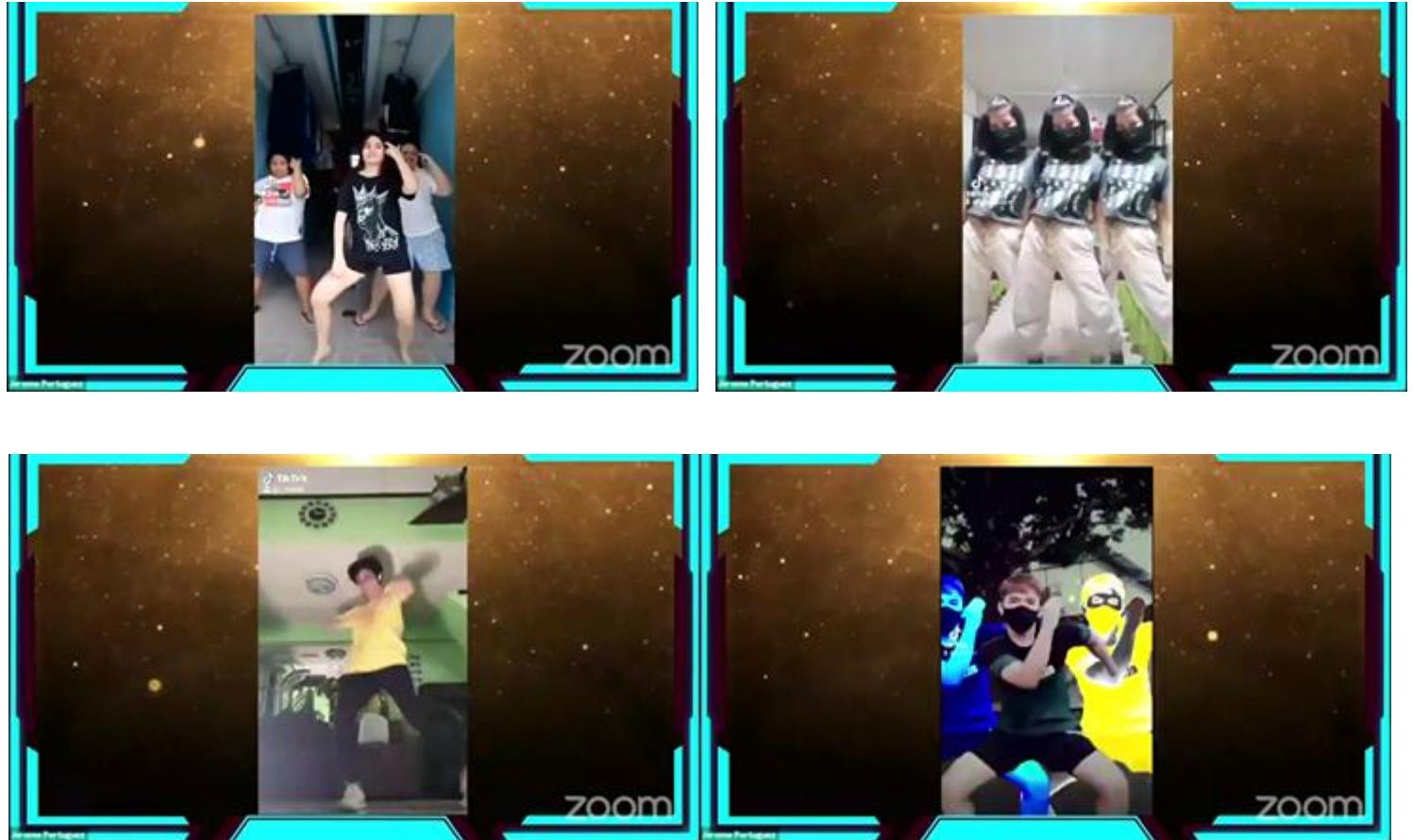
PRESENTING THE ENTRIES FOR LOW COST COSPLAY





**PRESENTING THE ENTRIES FOR TIKTOK VIDEO CONTEST**







**An Intermission number from Jayson Palmares and Urban Anatomy**



**PRESENTING THE ENTRIES FOR THE BATTLE OF THE BANDS**





**Another Intermission number from our guest, Lend Mauris Valde**

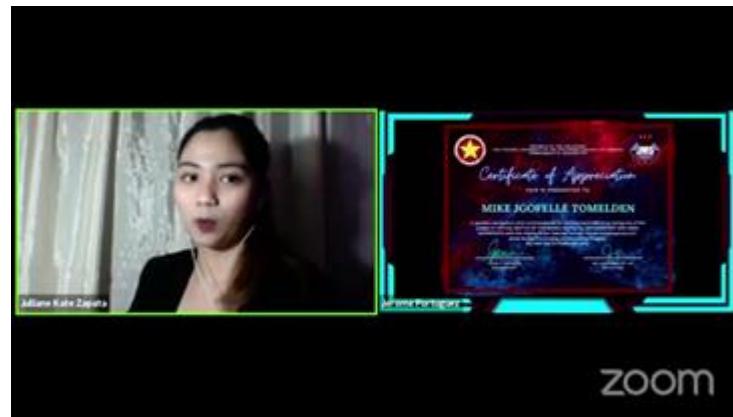
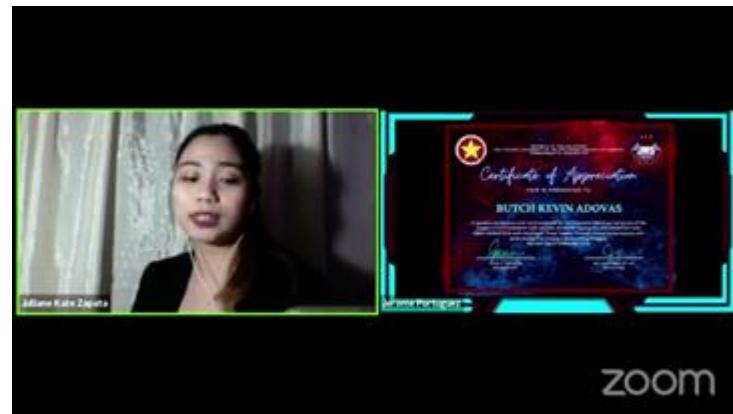


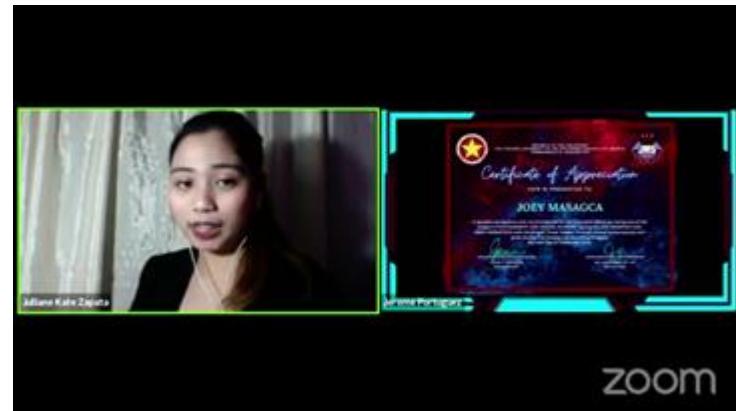
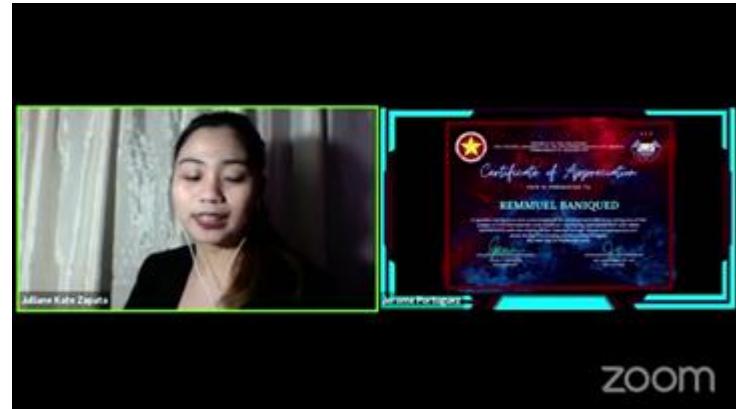
**PRESENTING THE ENTRIES FOR THE BATTLE OF THE BANDS**

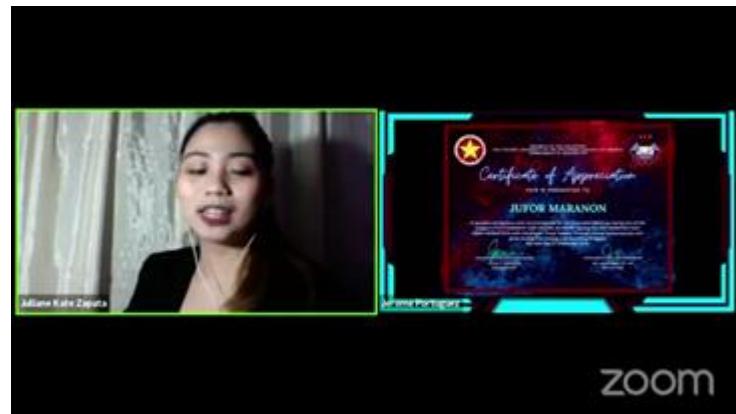
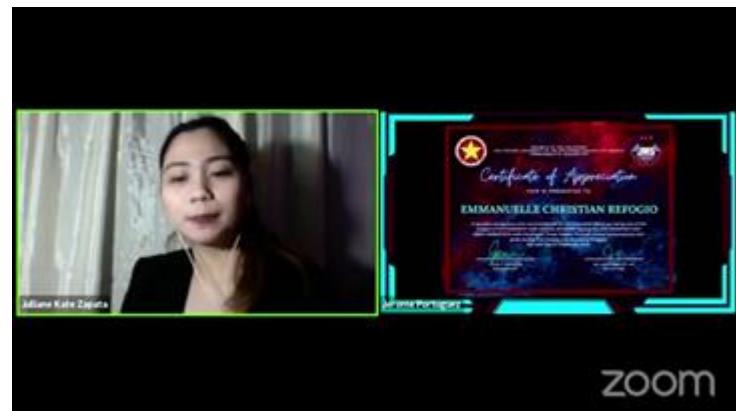
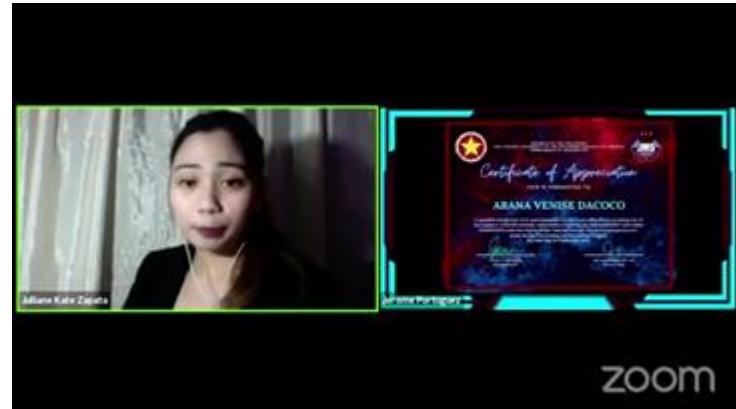




### ACKNOWLEDGING BOARD OF JUDGES









Mr. Jomel Rabadon gives his inspiring message and closing remarks to the viewers for the  
MARKFEST 2021



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Quezon City Branch

**JMS MARKFEST 2021: AWARDING OF CERTIFICATES FOR THE WINNERS**





### ANNOUNCING OF WINNERS FOR POSTER MAKING FROM JMS MEMBERS





## ANNOUNCING OF WINNERS FOR POSTER MAKING FROM PARTNER SCHOOLS





### ANNOUNCING OF WINNERS FOR LOW COST COSPLAY





### ANNOUNCING OF WINNERS FOR DIGITAL PAINTING





### ANNOUNCING OF WINNERS FOR PHOTOGRAPHY OF JMS MEMBERS





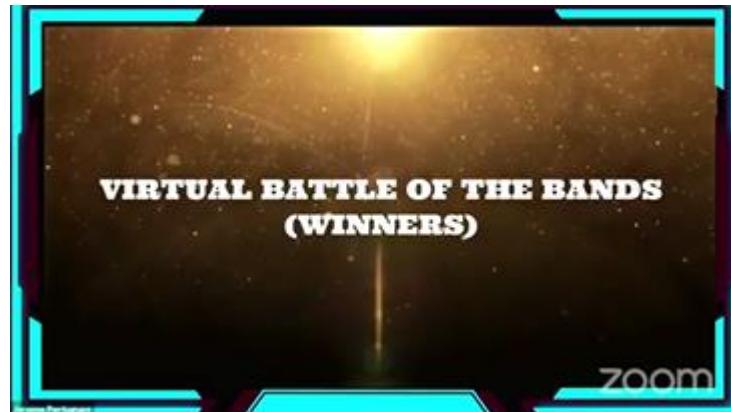
Republic of the Philippines  
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Quezon City Branch

## ANNOUNCING OF WINNER FOR PHOTOGRAPHY OF PARTNER SCHOOLS



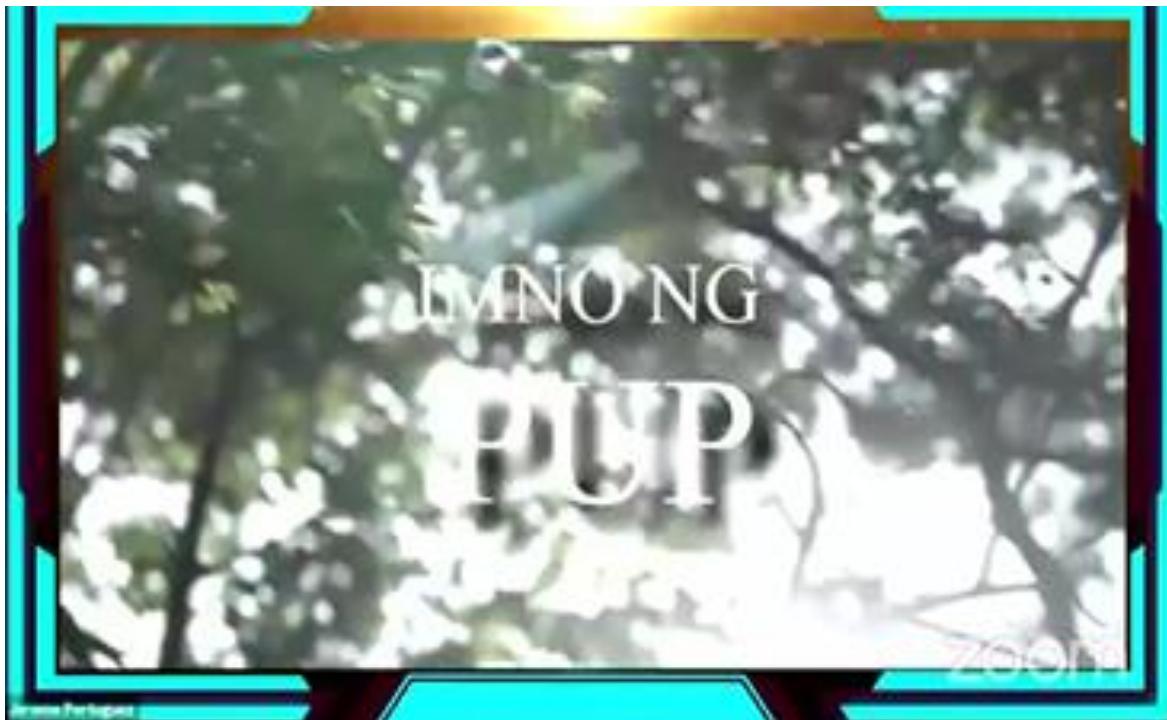


## ANNOUNCING OF WINNERS FOR BATTLE OF THE BANDS





**Guest Performance and a congratulations greeting from one of the famous and In Demand Bands in the Philippines, The Juans**



**Singing Imno ng PUP for the last part of the JMS MARKFEST 2021**



**POST EVENT POSTING**

 Junior Marketing Society - PUPQC • 1d · 

Leonardo da Vinci once said that simplicity is the ultimate sophistication.

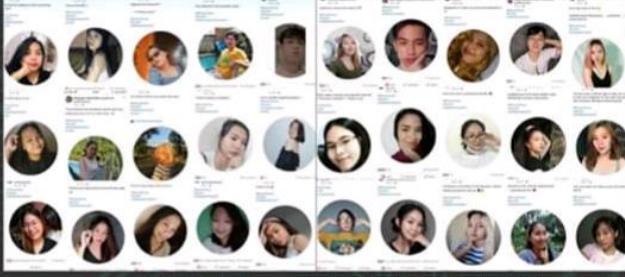
After our one-month-long adventure to the MARKFEST 2021, these Marketistas prove to us that makeup and skincare do not need to be complicated! And they even shine The Beauty of Less using [Quickfx!](#)

With this, Junior Marketing Society brightly congratulates you! Thank you for showing us that there is beauty in simplicity!

#JMSMarkFest2021  
#TogetherWithJMS

**OBRA MARKETISTA**  
"GREAT TALENTS THROUGH VIRTUAL CONTEMPORARY ART"  
JANUARY 19 TO FEBRUARY 15, 2021

**QUICKFX WINNERS**



VICKY CANTONJOS	RIALYN FOLLERO	JAMELA MATORAN
BEA SALIBO	HARVEY HANGILAN	LIANNA CRUZ
ZANDRA BUCE	ELLAINA TABALNO	MICHELLE LEOSALA
ALDHIN DIONCO	MICHELLE DEQUINA	JERNICA VILLAMOR
LEVI STA. JUANA	LOUISELLE RODRIGUEZ	XIREL VITALES
TRISHA MERCADO	KAYE VALENCEA	LYRA FONTANILLA
GEALYSAAN VILLAR	LHERIE VIERNES	JAMIEL PRADO
JEAH ACHASO	KYLE VILLASIN	MAICA AQUINO
ANGELICA CAMAT	MONICA FENZA	QUEEN MANUEL
SHARILYN AGREGADO	ARJAY MENDOZA	CZAI OMPOC
		JO QUITUA

 MARKFEST  
CROSSING TO THE DIGITAL AGE

 JUNIOR MARKETING SOCIETY  JMS PUPQC

60 8 Comments • 23 Shares



**JMS** Junior Marketing Society - PUPQC • ...  
1d •

Junior Marketing Society would like to express their sincere gratitude to everyone who participated in our Poster-Making, Low-Cost Cosplay, Photography, and Digital Painting contests and helped make these a success!

With the theme "Obra Marketista: Great Talents through Virtual Contemporary Art," here are the winners of MARKFEST 2021's...

**POSTER-MAKING**  
Camille Angela Rosario | MM 2-1  
Charmee Jane Del Mundo | PUP SRC - JMAP  
Claire Nicole Woods | MM 3-2  
Lindsay Ann Merilles | PUP SRC - JMAP

**LOW-COST COSPLAY**  
Jernica Villamor | MM 2-2  
Romina Abaño | MM 3-1

**PHOTOGRAPHY**  
Angelo Legaspi | MM 2-1  
Elaiza Mae Pallermo | MM 2-1  
Harvey Mangilan | MM 1-2  
Salvador Tombagahan II | PUP SRC - JMAP

**DIGITAL PAINTING**  
Marielle Apuya | MM 2-1  
Ron Eleazar Prado | MM 1-2

Congratulations to all creative and talented Marketistas!

These MARKFEST 2021 segments are brought to you by:

RDL Pharmaceutical Lab., Inc.  
PUP Commonwealth Campus Alumni Association Inc.  
Air Channel Travel And Tours  
C2 Fiber Plus

#JMSMarkFest2021  
#TogetherWithJMS





**JMS** Junior Marketing Society - PUPQC ...  
1d •

Gather around and send a virtual cheer to these talented and charming TikTok Video Contest winners!

John Kyle Villasin - MM 2-1  
Von Jedrek Barcelo - MM 1-1  
Arjay Mendoza - MM 2-1  
Lianna Cruz - MM 2-2

Junior Marketing Society joyfully congratulates you.

This MarkFest 2021 segment is brought to you by:  
[C2 Fiber Plus](#)  
[RDL Pharmaceutical Lab., Inc.](#)



**TIKTOK VIDEO CONTEST WINNER:**  
**John Kyle Villasin**  
**MM 2-1**

**SPONSORED BY:**

**C2** Plus FIBER

**RDL**

35 10 Shares



 Junior Marketing Society - PUPQC •••  
2d • 

The tough call has been made!

Junior Marketing Society gleefully presents the Top 3 Bands whose music revealed what is inside their hearts and moved our panel of judges.

Congratulations to:  
BBTLED-ICT 1-1 - 2nd Place  
BSBA MM 3-2 - 1st Place  
PUPSRC - MARKFEST 2021's Virtual Battle of The Bands Champion

With all the superb entries this year, you triumphantly rose to the top! Once again, congratulations on bringing home the bacon!

This segment is brought to you by:

PUP Commonwealth Campus Alumni Association Inc.  
EG Funds Manila  
[Air Channel Travel And Tours](#)  
Charms Boutique

#JMSMarkFest2021  
#TogetherWithJMS



 56      11 Shares • 369 Views



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Quezon City Branch

 Junior Marketing Society - PUPQC •••  
3d •

MARKFEST 2021: Crossing to the Digital Age will not be packed with happiness without the assistance of our generous sponsors and partner schools who actively support us during our month-long adventure to the digital world.

Thank you very much for making this event more successful! May we keep our harmonious connection and continue to bring enjoyment to everyone!

Co-Presented by:  
C2 Plus Fiber  
Quickfx  
The WAIS Millennial  
Alaska Milk  
PUP Commonwealth Campus Alumni Association Inc.  
RDL Pharmaceutical Lab., Inc.  
EG Funds Manila  
Collex  
Omorf PH  
Luscious Sweets  
Likhain Co.  
Stream Concept Study Hub  
Psychedelictees  
BERSI  
Sole Seeker PH

Sponsored by:  
Air Channel Travel And Tours  
Chicks and Fins

Special Thanks To:  
Charms Boutique  
GIA Tech.  
SM Development Corporation

Official University Media Partner:  
Vox Nova

Media Partners:

ASTIG.PH  
TechKuya  
SparkUp

Guest Partner Schools:

PUP Junior Marketing Executives - JME  
Junior Marketing Association of the Philippines - PUP Santa Rosa  
Junior Marketing Association PUP Taguig  
TIPQC- Junior Marketing Association  
NEJMA Leaders  
Sarmiento Campus Junior Marketing Association  
Junior Executive Marketing Society (JEMS) UE - Caloocan  
TCU Junior Marketing Executive Association - JMEA  
DHVSU Junior Marketing Association - DJMA  
Bicol University Junior Marketing Association

#JMSMarkFest2021  
#TogetherWithJMS





# APPENDICES



Republic of the Philippines  
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
Quezon City Branch

# COMMUNICATION LETTERS (WEBINAR)



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



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**

**"MARKEtC.: 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.

**JMS**

[jmspupqcofficial@gmail.com](mailto:jmspupqcofficial@gmail.com)   [FACEBOOK.COM/JMS PUP QC](https://facebook.com/jmspupqc)



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



**Venue & Date**

- Facebook Live
- **January 11, 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.

**JMS**

✉ [jmspupqcofficial@gmail.com](mailto:jmspupqcofficial@gmail.com)    Ⓛ [facebook.com/jmspupqc](https://facebook.com/jmspupqc)



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



4. Creation of technical working committees.

- Adhoc Committee - Jomel Rabadon, Jerome Portuguez and Excelsis Saonoy Jr.
- Finance and Fund Raising Committee - Melanie Marquez and Yves Patrick Ibanez
- Program Committee - Rea Oliveros, Tracy Fler Cabatic, Karen Zuniga and Arnold Cachuela
- Communication and Invitation Letters - Rea Oliveros and Judylen Talaman
- Technical Committee - Mark Lester Mateo and Leigh Anne Garcia
- Ads and Publicity Committee - Seleena Dela Cruz and John Dexter Berdin
- Registration and Documentation - John Michael Marquez and Edna Moana

5. Preparation and actualization

**JMS**



JMSPUPQC OFFICIAL@GMAIL.COM



FACEBOOK.COM/JMSPUPQC



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



**Programme**

**JMS MARKEST 2021  
(WEBINAR)**

**January 18, 2021**

**Monday, 02:00pm to 04:00pm**  
Facebook Live

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

*Ms. Seleena Dela Cruz*  
MASTER OF CEREMONY

**JMS**



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FACEBOOK.COM/JMSPUPQC



Republic of the Philippines  
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
Quezon City Branch

# COMMUNICATION LETTERS (OBRA MARKETISTA)



## POLYTECHNIC UNIVERSITY OF THE PHILIPPINES JUNIOR MARKETING SOCIETY



JMS MARKFEST 2021  
(OBRA MARKETISTA)

### 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

**OBRA MARKETISTA**  
**"Great Talents Through Digital Contemporary Art"**

### Goals and Objectives:

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

# JMS

[jmspupqcofficial@gmail.com](mailto:jmspupqcofficial@gmail.com) [FACEBOOK.COM/JMSPUPQC](https://facebook.com/jmspupqc)



## POLYTECHNIC UNIVERSITY OF THE PHILIPPINES JUNIOR MARKETING SOCIETY



### Venue & Date

#### (Pre-competition)

- Facebook Page
- **January 19 to February 14, 2021**

#### (Awarding)

- Facebook Live
- **February 15, 2021**
- **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.

### Guidelines

- Register thru online pre-survey.
- Submit pre-recorded entries to JMS Executive Coordinator.
- Criteria for Judging;

#### 1. Self-representation Category

**Poster-making:** Creativity and Presentation 40%, Originality 30%, Relevance to the theme 30%

**Low-cost Cosplay:** Creativity 40, Resourcefulness 40%, Presentation 20%

#### 2. Photo-making Category

**Photography:** Creativity 40%, Storytelling of the Photograph 30%, Relevance to the theme 30%

**Digital Painting:** Creativity and Originality of the depicted theme 40%, Complexity of digital technology used 30%, overall design based of the theme 30%



## POLYTECHNIC UNIVERSITY OF THE PHILIPPINES JUNIOR MARKETING SOCIETY



### 3. Video-making Category

**Tiktok Dance Challenge:** Creativity 40%, Visual Composition 40%,

Advertising message 20%

**Battle of the Band:** Virtual Collaboration 50%, Quality of Performance 50%

### 4. Logo-making Category

**JMS DMG & JMS AA Logo:** Aesthetic Quality 40%, Originality and creativity 30%, Relevance 30%

#### 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	- Jomel Rabadon, Jerome Portuguez and Excelsis Saonoy Jr.
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• Registration and Documentation	- John Michael Marquez and Edna Moana
5. Preparation and actualization



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Quezon City Branch

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



**Programme**

**JMS MARKEST 2021**  
**(OBRA MARKETISTA - Awarding)**  
**February 15, 2021**  
**Monday, 02:00pm to 04:00pm**  
Facebook Live

<b>Introduction of Sponsors .....</b> (02:00pm – 02:05pm)	Jomel Rabadon <i>President</i>
<b>Doxology and National Anthem .....</b> (02:05pm – 02:10pm)	Jerome Portuguez <i>VP for Administration</i>
<b>Opening Remarks .....</b> (02:10pm – 02:15pm)	Prof. Demelyn Monzon <i>Head, OSAS PUPQC</i>
<b>Presentation of Final Entries .....</b> (02:15pm – 03:00pm)	Rea Oliveros and Seleena Dela Cruz <i>EVP and VP for Communication</i>
<b>Acknowledge Sponsors .....</b> (03:00pm – 03:05pm)	Rea Oliveros and Seleena Dela Cruz <i>EVP and VP for Communication</i>
<b>Awarding of Certificates to Judges .....</b> (03:05pm – 03:10pm)	Rea Oliveros and Seleena Dela Cruz <i>EVP and VP for Communication</i>
<b>Intermission .....</b> (03:10pm – 03:25pm)	Rea Oliveros and Seleena Dela Cruz <i>EVP and VP for Communication</i>
<b>Awarding for Self-expression category .....</b> (03:25pm – 03:30pm)	Rea Oliveros and Seleena Dela Cruz <i>EVP and VP for Communication</i>
<b>Awarding for Photo-making category .....</b> (03:30pm – 03:35pm)	Rea Oliveros and Seleena Dela Cruz <i>EVP and VP for Communication</i>
<b>Awarding for Video-making category .....</b> (03:35pm – 03:40pm)	Rea Oliveros and Seleena Dela Cruz <i>EVP and VP for Communication</i>
<b>Awarding for Logo-making category .....</b> (03:40pm – 03:45pm)	Rea Oliveros and Seleena Dela Cruz <i>EVP and VP for Communication</i>
<b>Acknowledge Sponsors .....</b> (03:45pm – 03:50pm)	Rea Oliveros and Seleena Dela Cruz <i>EVP and VP for Communication</i>
<b>Closing Remarks .....</b> (03:50pm – 03:55pm)	Jomel Rabadon <i>JMS President</i>
<b>PUP HYMN .....</b> (03:55pm – 04:00pm)	Jerome Portuguez <i>VP for Administration</i>

**Ms. Rea Oliveros and Ms. Seleena Dela Cruz**  
MASTERS OF CEREMONY

[Jmspupqcofficial@gmail.com](mailto:jmspupqcofficial@gmail.com) [Facebook.com/jmspupqc](https://facebook.com/jmspupqc)



# LIST OF OFFICERS



Republic of the Philippines  
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
Quezon City Branch

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



**JMS EXECUTIVE BOARD**  
**A.Y. 2020 - 2021**

NAME	POSITION	SECTION	STUDENT NUMBER	CONTACT INFORMATION
<b>Jomel Rabadon</b>	President	MM 4-1	2017-00046-CM-0	09452063203 <a href="mailto:jtrabadon@gmail.com">jtrabadon@gmail.com</a>
<b>Rea Oliveros</b>	Executive Vice President	MM 3-1	2018-00341-CM-0	09283488651 <a href="mailto:reaoliveros1203@gmail.com">reaoliveros1203@gmail.com</a>
<b>Judylen Talaman</b>	Executive Secretary	MM 2-1	2019-00132-CM-0	09213658711 <a href="mailto:judelyntalaman@gmail.com">judelyntalaman@gmail.com</a>
<b>Jerome Portuguez</b>	Vice President for Administration	MM 3-1	2018-00403-CM-0	09550744892 <a href="mailto:jeromeport212@gmail.com">jeromeport212@gmail.com</a>
<b>Mark Lester Mateo</b>	Vice President for Digital Transformation	MM 3-1	2018-00529-CM-0	09454970533 <a href="mailto:marklex1113@gmail.com">marklex1113@gmail.com</a>
<b>Seleena Dela Cruz</b>	Vice President for Communication	MM 2-1	2019-00042-CM-0	09388667265 <a href="mailto:selecnazi07@gmail.com">selecnazi07@gmail.com</a>
<b>Tracy Fler Cabatic</b>	Vice President for Student Relations	MM 3-2	2018-00215-CM-0	09126014357 <a href="mailto:fлерtracy@gmail.com">fлерtracy@gmail.com</a>
<b>Melanie Marquez</b>	Vice President for Finance	MM 4-1	2017-00114-CM-0	09186459274 <a href="mailto:cinateruel@gmail.com">cinateruel@gmail.com</a>
<b>John Michael Marquez</b>	Vice President for Research and Extension	MM 4-1	2017-00112-CM-0	09197903554 <a href="mailto:super.khel27@gmail.com">super.khel27@gmail.com</a>
<b>Excelsis Saonoy Jr.</b>	Assistant Vice President for Administration	MM 3-2	2018-00362-CM-0	09165666985 <a href="mailto:saonoy.excelsis@gmail.com">saonoy.excelsis@gmail.com</a>
<b>Leigh Anne Garcia</b>	Assistant Vice President for Digital Transformation	MM 2-2	2019-00002-CM-0	09100442739 <a href="mailto:garcialeigh01@gmail.com">garcialeigh01@gmail.com</a>
<b>John Lester Berdin</b>	Assistant Vice President for Communication	MM 2-1	2019-00260-CM-0	09195388697 <a href="mailto:sctlexberdin@gmail.com">sctlexberdin@gmail.com</a>
<b>Karen Zuniga</b>	Assistant Vice President for Student Relations	MM 2-2	2019-00246-CM-0	09301916651 <a href="mailto:zunigakarenjoy2@gmail.com">zunigakarenjoy2@gmail.com</a>
<b>Yves Patrick Ibanez</b>	Assistant Vice President for Finance	MM 2-1	2019-00099-CM-0	09098998918 <a href="mailto:yvespatrick12345@gmail.com">yvespatrick12345@gmail.com</a>
<b>Edna Moana</b>	Assistant Vice President for Research and Extension	MM 3-2	2018-00360-CM-0	09383400839 <a href="mailto:ednabeltranmoana24@gmail.com">ednabeltranmoana24@gmail.com</a>
<b>Arnold Cachuela</b>	Executive Coordinator	MM 2-2	2019-00223-CM-0	09561434525 <a href="mailto:cachuelaarnold5@gmail.com">cachuelaarnold5@gmail.com</a>

**PROF. JHANNO ISIP**  
Adviser

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



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**JUNIOR MARKETING SOCIETY**



# **MINUTES OF THE MEETING**

**JMS**

on page

PUP Quezon City Branch, Don Fabian St., Commonwealth Quezon City Phone: (Direct Lines) 9527817; 4289144; 9577817 Email: [commonwealth@pup.edu.ph](mailto:commonwealth@pup.edu.ph) / Website: [www.pup.edu.ph](http://www.pup.edu.ph)

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POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



**Date: November 20, 2020**

**MINUTES OF THE MEETING**

**Agenda:**

- Concept paper and other org reports orientation and training
- Markfest's concept paper and letter
- Concept paper proposal for JMS Disaster Team, Salaysay, JMS Archives and Alumni Relations
- CBL Revision

**Proceedings:**

Sir Delmo suggested Gcash as main mode for donations.

Repacking and dropping in-kind donations are not permitted inside the campus.

Cash Donation as of today: P2,700.00

- Org Accreditation (every sem)

Includes:

- Accomplishment Reports
- Set of Officers
- JMS CBL
- Certificate of Accreditation (from last sem)
- Action Plan
- Clearance (Finance)

- Concept Paper (for projects, events and proposals)

Content:

- Event Title
- Vision and Mission
- Theme
- Goal and Objective
- Venue and Date
- Participants
- Home Rules
- Guidelines
- Mechanics of Implementations

- Letter for Admin

Content:

- Date
- Addressee
- Introduction about the organization
- Objectives
- Signs (President and Adviser)

**JMS**



## POLYTECHNIC UNIVERSITY OF THE PHILIPPINES JUNIOR MARKETING SOCIETY



- Accomplishment Report

Includes:

- Cover
- Table of Contents
- JMS CBL
- Financial Report
- Communication Letters (Concept Paper, Invitations, Letter for Admin, Minutes of Meeting and Survey Evaluations)

Markfest:

a month-long activity

this event takes in annual webinar

1st-3rd week (weekly contests)

4th week (preparation for the event through fb live)

Alumni Relations

- Letter of Approval (to set up separate alumni organization)
- By Laws for Alumni Relations
- Future Events (Alumni Homecoming)

CBL Revision

Article 1 Section 2 (Date 2020-2021)

Article 3 Section 3 (Research and Extension)

Article 3 Section 3 (Governance Meeting Details)

Article 3 Section 18 (Oath of Affirmation)

Article 4 (Changes in Positions)

Tasks:

1. Markfest

(Concept Paper and Letters)

- President
- Executive Secretary
- VP for Admin

(Sponsorship)

- Executive Coordinator
- VP and AVP for Admin
- AVP for Finance
- AVP for Student Relations

2. CBL Revision

- President
- VP and AVP for Admin
- VP and AVP for Communications

(approved by JMS EB)

# JMS



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



3. Salaysay (Concept Paper)  
- Executive Vice President  
- Executive Coordinator  
- VP and AVP for Digital Transformations

4. Disaster Team (Concept Paper)  
- President  
- VP for Admin  
- VP and AVP for Student Relations

5. JMS Archives (Concept Paper)  
- Executive Vice President  
- Executive Coordinator  
- VP and AVP for Research

Deadline: Probably next week

Suggestions:

- Add 4 additional positions instead of having Chairperson per batch
- Junior Marketing Society Alumni Association
- Separate logos for JMSDT, Salaysay, JMS Archives and JMS AA
- AVP for Admin and Student Relations will be part of Salaysay
- Update FB page info and cover photo

**ATTENDANCE**

<b>JMS OFFICER</b>	<b>Position</b>	<b>Signature</b>
<b>Jomel Rabadon</b>	<i>President</i>	<b>PRESENT</b>
<b>Rea Oliveros</b>	<i>Executive Vice President</i>	<b>PRESENT</b>
<b>Judylen Talaman</b>	<i>Executive Secretary</i>	<b>PRESENT</b>
<b>Arnold Cachuela</b>	<i>Executive Coordinator</i>	<b>PRESENT</b>
<b>Jerome Portuguez</b>	<i>VP for Administration</i>	<b>PRESENT</b>
<b>Excelsis Saonoy</b>	<i>AVP for Administration</i>	<b>PRESENT</b>
<b>Mark Lester Mateo</b>	<i>VP for Digital Transformation</i>	<b>PRESENT</b>
<b>Leigh Anne Garcia</b>	<i>AVP for Digital Transformation</i>	<b>PRESENT</b>
<b>Seleena Dela Cruz</b>	<i>VP for Communication</i>	<b>PRESENT</b>
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<b>Melanie Marquez</b>	<i>VP for Finance</i>	<b>PRESENT</b>
<b>Yves Patrick Ibañez</b>	<i>AVP for Finance</i>	<b>PRESENT</b>
<b>John Michael Marquez</b>	<i>VP for Research and Extensions</i>	<b>PRESENT</b>



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
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<b>Edna Moaña</b>	<i>AVP for Research and Extensions</i>	<b>PRESENT</b>
<b>Tracy Fler Cabatic</b>	<i>VP for Student Relations</i>	<b>PRESENT</b>
<b>Karen Joy Zuniga</b>	<i>AVP for Student Relations</i>	<b>PRESENT</b>
<b>Arana Venise Dacoco</b>	<i>JMS, Alumni Relations Director</i>	<b>PRESENT</b>
<b>Prof. Jhanno Isip</b>	<i>JMS, Adviser</i>	<b>PRESENT</b>

**Date: November 30, 2020**

**MINUTES OF THE MEETING**

**Agenda:**

- Markfest Preparations
- Relief Operation Updates

**Proceedings:**

1. Markfest (Official Date: January 18 - February 15)

- Concept Paper - On process
  - Invitation - Judylen Talaman (students and alumni)
    - Jerome Portuguez (speakers)
  - Sponsors
  - Host
- Webinar - Seleena Dela Cruz  
Awardings - Seleena Dela Cruz and Rea Oliveros  
• Teasers and Announcement

Devise Lay-out - Leigh Anne Garcia

December 4 - Initial Teaser  
December 18 - Official Teaser  
January 4 - Announcement  
January 11 - Countdown  
January 12 - Judges (photography, low-cost cosplay,  
January 13 - Judges (for tiktok and battle of the bands)  
January 14 - First Speaker (Sir Glen)  
January 15 - Second Speaker (Sir Harold)  
January 16 - Guidelines  
January 17 - Main Poster (event theme, hosts, performers, speakers and sponsors)

January 18 - Webinar, 2:00 - 4:00 pm (Digital Marketing)  
Speaker - 30 minutes  
Q and A - 15 minutes

January 19 - 22 - Submission of entries for tiktok dance video, photography and low-cost cosplay  
January 25 - 29 - Submission of entries for poster making and digital logo  
February 1-5 - Submission of entries for digital painting and tiktok videos for sponsors  
February 8-12 - Submission of entries for battle of the bands



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\*Post for competitions: Mechanics, qualifications and criteria for judging\*

February 15 - Awarding (Obra Marketista)

- Entries - Arnold Cachuela

Battle of the Bands - 1 entry per section, maximum of 5 minutes, composed of 3-5 members, OPM

Low Cost Cosplay - No theme

Tiktok videos, Photography, Cosplay, Logo Making, Digital Painting - Unlimited Entries

- Judges

- Art Related Competitions

Former SSC President

3 JMS Alumni

- Tiktok and Battle of the Bands

3 JMS Alumni

1 Stage Director and Officer from Department of Tourism (Pangasinan)

- Pre-Survey

- include options for prizes

- survey will be in filipino (include english translation below)

- Platform - Facebook (FB Live)

- Certificates (speakers, attendees, organizers) - Excelsis Saonoy

- Performers - Yves Patrick Ibañez

- Event Shirt

2. Relief Operation

- 2nd wave of relief operation will happen within this week

**ATTENDANCE**

	<b>JMS OFFICER</b>	<b>Position</b>	<b>Signature</b>
	<b>Jomel Rabadon</b>	<i>President</i>	<b>PRESENT</b>
	<b>Rea Oliveros</b>	<i>Executive Vice President</i>	<b>PRESENT</b>
	<b>Judylen Talaman</b>	<i>Executive Secretary</i>	<b>PRESENT</b>
	<b>Arnold Cachuela</b>	<i>Executive Coordinator</i>	<b>PRESENT</b>
	<b>Jerome Portuguez</b>	<i>VP for Administration</i>	<b>PRESENT</b>
	<b>Excelsis Saonoy</b>	<i>AVP for Administration</i>	<b>PRESENT</b>
	<b>Mark Lester Mateo</b>	<i>VP for Digital Transformation</i>	<b>PRESENT</b>
	<b>Leigh Anne Garcia</b>	<i>AVP for Digital Transformation</i>	<b>PRESENT</b>



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



<b>Seleena Dela Cruz</b>	<i>VP for Communication</i>	<b>PRESENT</b>
<b>John Lester Berdin</b>	<i>AVP for Communication</i>	<b>PRESENT</b>
<b>Melanie Marquez</b>	<i>VP for Finance</i>	<b>PRESENT</b>
<b>Yves Patrick Ibañez</b>	<i>AVP for Finance</i>	<b>PRESENT</b>
<b>John Michael Marquez</b>	<i>VP for Research and Extensions</i>	<b>PRESENT</b>
<b>Edna Moaña</b>	<i>AVP for Research and Extensions</i>	<b>PRESENT</b>
<b>Tracy Fler Cabatic</b>	<i>VP for Student Relations</i>	<b>PRESENT</b>
<b>Karen Joy Zuniga</b>	<i>AVP for Student Relations</i>	<b>PRESENT</b>
<b>Arana Venise Dacoco</b>	<i>JMS, Alumni Relations Director</i>	
<b>Prof. Jhanno Isip</b>	<i>JMS, Adviser</i>	

**Date: January 4, 2021**

**MINUTES OF THE MEETING**

**Agenda:**

- Markfest Preparation

**Proceedings:**

- Postings

January 4 - Announcement (exclude sponsors)

January 11 - Announcement for webinar

January 22 - Discount Vouchers (screenshots)

January 29 - Wais Millenial (comments)

Frbruary 5 - QuickFX (profile picture)

Full Teaser - January 18 (not mandatory)

- Sponsors

15 sponsors (as of today)

- Partner Schools

5 Universities (PUP Sta.Rosa, Bulacan State University and others)

- School Media Partner

VOX NOVA

- Performers

Urban Anatomy

Special Band

- Judges (✓)

**JMS**



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



- Competitions
  - Photography, Poster Making, Cosplay and Digital Painting
  - Entries will be submitted through email (Rea and Arnold)
  - They need to like and follow the official facebook page of JMS and attach the screenshot for their entries to be valid
  - Virtual Battle of the Bands
  - Will be posted on participants' timeline
  - Tag the official page of JMS and use official hashtags
  - Open for partner schools
  
- Prizes
  - Photography, Poster Making, Cosplay and Digital Painting 300, 200, 100 and gift packs non-winning entries will receive gift packs
  - Virtual Battle of the Bands 1,500, 1,000, 500 and gift packs
  - QuickFX Beauty products worth 300.00
  - Wais Millenial Financial Seminar worth 5,000.00
  - Other Sponsors Discount Vouchers
  
- AVP
  - Doxology (Rea and Mark)
  
- Webinar
  - Recorder Voice Over - Acknowledgement for sponsors (Boy)
  - AVP - before and after the event
  - Co-Host - Jomel - Rabardon
  
- Certificates (Excel)
  
- Documentation
- Student Relations, Administration, Research and Executive Vice President

Important Matters:

- Canvass for Tshirt (Khel)
- Oath taking may happen on our next governance meeting
- Names of students that will provide questions during webinar will be submitted to Rea
- Screen testing (this weekend)
- Send the initial pre-survey for checking

**ATTENDANCE**

	<b>JMS OFFICER</b>	<b>Position</b>	<b>Signature</b>
	<b>Jomel Rabardon</b>	<i>President</i>	<b>PRESENT</b>
	<b>Rea Oliveros</b>	<i>Executive Vice President</i>	<b>PRESENT</b>



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



<b>Judylen Talaman</b>	<i>Executive Secretary</i>	<b>PRESENT</b>
<b>Arnold Cachuela</b>	<i>Executive Coordinator</i>	<b>PRESENT</b>
<b>Jerome Portuguez</b>	<i>VP for Administration</i>	<b>PRESENT</b>
<b>Excelsis Saonoy</b>	<i>AVP for Administration</i>	<b>PRESENT</b>
<b>Mark Lester Mateo</b>	<i>VP for Digital Transformation</i>	<b>PRESENT</b>
<b>Leigh Anne Garcia</b>	<i>AVP for Digital Transformation</i>	<b>PRESENT</b>
<b>Seleena Dela Cruz</b>	<i>VP for Communication</i>	<b>PRESENT</b>
<b>John Lester Berdin</b>	<i>AVP for Communication</i>	<b>PRESENT</b>
<b>Melanie Marquez</b>	<i>VP for Finance</i>	
<b>Yves Patrick Ibañez</b>	<i>AVP for Finance</i>	
<b>John Michael Marquez</b>	<i>VP for Research and Extensions</i>	<b>PRESENT</b>
<b>Edna Moaña</b>	<i>AVP for Research and Extensions</i>	<b>PRESENT</b>
<b>Tracy Fler Cabatic</b>	<i>VP for Student Relations</i>	
<b>Karen Joy Zuniga</b>	<i>AVP for Student Relations</i>	<b>PRESENT</b>
<b>Arana Venise Dacoco</b>	<i>JMS, Alumni Relations Director</i>	
<b>Prof. Jhanno Isip</b>	<i>JMS, Adviser</i>	

**Date: January 16, 2021**

**MINUTES OF THE MEETING**

**Agenda:**

- Markfest Finalization

**Proceedings:**

Program Flow - ✓

Invitation - ✓

AVP - ✓

Script for Host - ✓

Certificates - ✓

Speakers - ✓

Final tasks for documentation team will be given by Rea Oliveros

Number of registered students:

216 from partner schools (registration is extended until Wednesday)

219 from JMS

**JMS**



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January 17 - Posting of Official Poster (encourage everyone to like and share the post in public)

January 17 - Dry Run (6:00 pm)

January 18 - Webinar (1:30 pm)

- Technical: 7:00 am

- Host: 9:00 am

January 18 - Posting for Acknowledgement

- Do an early presentation of mechanics for Battle of the Bands for partner schools and JMS' members (Rea and Jerome)

#### ATTENDANCE

JMS OFFICER	Position	Signature
<b>Jomel Rabadon</b>	<i>President</i>	<b>PRESENT</b>
<b>Rea Oliveros</b>	<i>Executive Vice President</i>	<b>PRESENT</b>
<b>Judylen Talaman</b>	<i>Executive Secretary</i>	<b>PRESENT</b>
<b>Arnold Cachuela</b>	<i>Executive Coordinator</i>	<b>PRESENT</b>
<b>Jerome Portuguez</b>	<i>VP for Administration</i>	<b>PRESENT</b>
<b>Excelsis Saonoy</b>	<i>AVP for Administration</i>	<b>PRESENT</b>
<b>Mark Lester Mateo</b>	<i>VP for Digital Transformation</i>	<b>PRESENT</b>
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<b>John Michael Marquez</b>	<i>VP for Research and Extensions</i>	
<b>Edna Moaña</b>	<i>AVP for Research and Extensions</i>	<b>PRESENT</b>
<b>Tracy Fler Cabatic</b>	<i>VP for Student Relations</i>	<b>PRESENT</b>
<b>Karen Joy Zuniga</b>	<i>AVP for Student Relations</i>	<b>PRESENT</b>
<b>Arana Venise Dacoco</b>	<i>JMS, Alumni Relations Director</i>	
<b>Prof. Jhanno Isip</b>	<i>JMS, Adviser</i>	

Date: January 25, 2021

#### MINUTES OF THE MEETING

##### Agenda:

- Markfest Planning



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**Proceedings:**

- Virtual Battle of the Bands

Participants are expected to the video seperately

Prizes: 1,500, 1,000, and 500

- Wais Millenial

- Tiktok

An exercise-video

- Hosts

Yves Patrick Ibañez and Seleena Dela Cruz

- Time

Additional one hour will be added to the official program

- Battle of the Bands

10 slots from Partner Schools

10 slots from JMS members

**ATTENDANCE**

JMS OFFICER	Position	Signature
<b>Jomel Rabadon</b>	<i>President</i>	<b>PRESENT</b>
<b>Rea Oliveros</b>	<i>Executive Vice President</i>	<b>PRESENT</b>
<b>Judylen Talaman</b>	<i>Executive Secretary</i>	<b>PRESENT</b>
<b>Arnold Cachuela</b>	<i>Executive Coordinator</i>	<b>PRESENT</b>
<b>Jerome Portuguez</b>	<i>VP for Administration</i>	<b>PRESENT</b>
<b>Excelsis Saonoy</b>	<i>AVP for Administration</i>	<b>PRESENT</b>
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<b>Leigh Anne Garcia</b>	<i>AVP for Digital Transformation</i>	<b>PRESENT</b>
<b>Seleena Dela Cruz</b>	<i>VP for Communication</i>	<b>PRESENT</b>
<b>John Lexter Berdin</b>	<i>AVP for Communication</i>	<b>PRESENT</b>
<b>Melanie Marquez</b>	<i>VP for Finance</i>	<b>PRESENT</b>
<b>Yves Patrick Ibañez</b>	<i>AVP for Finance</i>	
<b>John Michael Marquez</b>	<i>VP for Research and Extensions</i>	
<b>Edna Moaña</b>	<i>AVP for Research and Extensions</i>	
<b>Tracy Fler Cabatic</b>	<i>VP for Student Relations</i>	
<b>Karen Joy Zuniga</b>	<i>AVP for Student Relations</i>	<b>PRESENT</b>
<b>Arana Venise Dacoco</b>	<i>JMS, Alumni Relations Director</i>	
<b>Prof. Jhanno Isip</b>	<i>JMS, Adviser</i>	



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
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JMS REPRESENTATIVE			
Bea Isabelle Salibio		MM 1-1	PRESENT
Harvey Mangilan		MM 1-2	PRESENT
John Wally Tocmo		MM 2-1	PRESENT
Sheila May Blance		MM 3-1	PRESENT
Dhea Bautista		MM 3-1	PRESENT
Mhey Bautista		MM 3-2	PRESENT
John Paul Asuy			PRESENT
Jo Quitua		MM 4-1	PRESENT

**Date: February 1, 2021**

**MINUTES OF THE MEETING**

**Agenda:**

- Markfest (Finalization of Tasks)

**Proceedings:**

- Official will be from 2:00pm to 5:00pm
- All entries will be played during the event
- Official Platforms: Zoom and OBS
- Technical Team: Jerome Portugal, John Lester Berdin and Mark Lester Mateo
- Hosts: James Dipay and Julianne Kate Zapata
- Documentation: John Michael Marquez and Edna Moaña
- URC: Excelsis Saonoy
- Entries as of today:  
Poster - 6  
Cosplay - 1  
Photography - 1  
Battle of the Bands - 2
- Certificates  
Partner Schools  
Winners  
Judges  
Participants
- Calendar of Tasks  
February 3 - Tiktok  
February 14 - Run Through  
February 16 - Distribution of Prizes

**JMS**



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- AVP  
Short Clip (Who is JMS)  
VP of Office of the Vice President

- Platform  
OBS and Zoom  
  
- Participants  
Expected participants fall around more or less 500

**ATTENDANCE**

JMS OFFICER	Position	Signature
<b>Jomel Rabadon</b>	<i>President</i>	<b>PRESENT</b>
<b>Rea Oliveros</b>	<i>Executive Vice President</i>	<b>PRESENT</b>
<b>Judylen Talaman</b>	<i>Executive Secretary</i>	<b>PRESENT</b>
<b>Arnold Cachuela</b>	<i>Executive Coordinator</i>	<b>PRESENT</b>
<b>Jerome Portuguez</b>	<i>VP for Administration</i>	<b>PRESENT</b>
<b>Excelsis Saonoy</b>	<i>AVP for Administration</i>	<b>PRESENT</b>
<b>Mark Lester Mateo</b>	<i>VP for Digital Transformation</i>	<b>PRESENT</b>
<b>Leigh Anne Garcia</b>	<i>AVP for Digital Transformation</i>	<b>PRESENT</b>
<b>Seleena Dela Cruz</b>	<i>VP for Communication</i>	<b>PRESENT</b>
<b>John Lester Berdin</b>	<i>AVP for Communication</i>	<b>PRESENT</b>
<b>Melanie Marquez</b>	<i>VP for Finance</i>	
<b>Yves Patrick Ibañez</b>	<i>AVP for Finance</i>	<b>PRESENT</b>
<b>John Michael Marquez</b>	<i>VP for Research and Extensions</i>	
<b>Edna Moaña</b>	<i>AVP for Research and Extensions</i>	<b>PRESENT</b>
<b>Tracy Fler Cabatic</b>	<i>VP for Student Relations</i>	
<b>Karen Joy Zuniga</b>	<i>AVP for Student Relations</i>	<b>PRESENT</b>
<b>Arana Venise Dacoco</b>	<i>JMS, Alumni Relations Director</i>	
<b>Prof. Jhanno Isip</b>	<i>JMS, Adviser</i>	
<b>JMS REPRESENTATIVE</b>		
<b>Bea Isabelle Salibio</b>	<i>MM 1-1</i>	<b>PRESENT</b>
<b>Harvey Mangilan</b>	<i>MM 1-2</i>	<b>PRESENT</b>
<b>Angelo Legaspi</b>	<i>MM 2-1</i>	<b>PRESENT</b>
<b>Viola Tario</b>	<i>MM 3-1</i>	<b>PRESENT</b>
<b>Michi Buenaventura</b>	<i>MM 3-1</i>	<b>PRESENT</b>
<b>Mhey Bautista</b>	<i>MM 3-2</i>	<b>PRESENT</b>
<b>Quennie Lyn Manuel</b>	<i>MM 3-2</i>	<b>PRESENT</b>



Republic of the Philippines  
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
Quezon City Branch

# GOVERNANCE MEETING



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



## GOVERNANCE MEETING

**Date: December 14, 2020**

### **Agenda:**

- JMS CBL Approval from Class Presidents
- MARKFEST Update;
  - Posting Schedules
  - Invitation Letter
  - Sponsors
  - Speakers
  - Layouts
  - Captions
  - Surveys
  - Game Mechanics and Prizes
  - Performers
  - Certificates
- Second sem events' proposal for sponsorship strategy
- Additional manpower for MARFEST preparation

### **Proceedings:**

- Changes from JMS CBL were presented by Jomel Rabadon

### **MARKFEST**

- Games and Prizes

First Category: Self Representation - Poster and Cosplay

Second Category: Photo Making Contest - Photography and Digital Painting

Third Category: Video Making Contest - Tiktok Video and Battle of the Bands

- Prizes:

Cash Prize

Gift Packs

Certificates

- Date for Posting

December 18 - Teaser (exclude sponsors)

January 4 - Official Announcement (exclude sponsors)

January 11 - Countdown

January 13 - First Speaker

January 14 - Second Speaker

January 17 - Announcement (with sponsors)

**JMS**



## POLYTECHNIC UNIVERSITY OF THE PHILIPPINES JUNIOR MARKETING SOCIETY



January 18 - Webinar  
- Acknowledgement post for speakers and participants

January 19 - First category  
- Start of gaining fb reactions for first category  
January 22 - Online Shopping  
January 25 - End of gaining fb reactions for first category  
- Judges (First Category)  
January 26 - Second Category  
- Start of gaining fb reactions for second category  
January 29 - Online Shopping  
February 1 - End of gaining fb reactions for second category  
- Judges (Second Category)  
February 2 - Start of gaining fb reactions for third category  
Frbruary 5 - Online Shopping  
February - End of gaining fb reactions for third category  
- Judges (Third Category)  
February 10 - First Performer  
February 12 - Second Performer  
February 14 - Special Performer  
February 15 - Obra Marketista (mini-concert and awarding)

- Certificates - 2 layouts (typical layout and layout from digital trans)  
- Judges, Alumni Partners, Partner School, Speaker, Participants and Winners

- Survey - additional question (if they are willing to attend in a webinar and how long it is)

- Online Shopping  
Open for all PUPQC students  
Vouchers will be given

- Performers  
Urban Anatomy  
Musa  
Performers from MM  
Surprise Band
- AVP  
Doxology - Cheska and Team  
JMS Video (Relief Operations since January)

- Platforms  
Webinar - Live on JMS FB Page  
Obra Marketista - JMS Private Group

Formal Attire in Webinar

# JMS



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



Official Markfest Tshirt during Obra Marketista Awarding

**ATTENDANCE**

<b>JMS OFFICER</b>	<b>Position</b>	<b>Signature</b>
<b>Jomel Rabadon</b>	<i>President</i>	<b>PRESENT</b>
<b>Rea Oliveros</b>	<i>Executive Vice President</i>	<b>PRESENT</b>
<b>Judylen Talaman</b>	<i>Executive Secretary</i>	<b>PRESENT</b>
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<b>Harvey Mangilan</b>	<i>MM 1-2</i>	<b>PRESENT</b>
<b>Angelo Legaspi</b>	<i>MM 2-1</i>	<b>PRESENT</b>
<b>Mary Grace Rosel</b>	<i>MM 2-2</i>	
<b>Sheila May Blance</b>	<i>MM 3-1</i>	<b>PRESENT</b>
<b>Mhey Bautista</b>	<i>MM 3-2</i>	<b>PRESENT</b>
<b>Chin Regalado</b>	<i>MM 4-1</i>	<b>PRESENT</b>



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Quezon City Branch

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



A handwritten signature of "Judylen Talaman".

**Judylen Talaman**  
Executive Secretary

A handwritten signature of "Jomel Rabadon".

**Jomel Rabadon**  
JMS, President

A handwritten signature of "Prof. Jhanno Isip".

**Prof. Jhanno Isip**  
JMS, Adviser

**JMS**



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Quezon City Branch

# FINANCIAL REPORT



## **FINANCIAL REPORT**

JMS MarkFest

**January 18-February 15 2021**

CASH DONATED (SPONSORS)	₱	15,300.00
CASH ON HAND		6,555.50
SPECIAL FUND		<u>541.30</u>
TOTAL CASH ON HAND	₱	22,396.80

**Prepared by:**

ffoxy

**Melanie Marquez**  
VP for Budget and Finance, JMS

**Checked by:**

  
Dr. J. H. H. G. van der Horst

**Yves Patrick Ibanez**  
AVP for Budget & Finance , JMS

Approved by:

*G. Faber*

**Jomel Rabador**  
President, JMS

Rothlener Bldg., PUP Quezon City Branch, Don Fabian St., Commonwealth Quezon City Phone: (Direct Lines) 9527817; 4289144; 9577817 Email: [commonwealth@pup.edu.ph](mailto:commonwealth@pup.edu.ph) / Website: [www.pup.edu.ph](http://www.pup.edu.ph)

## "THE COUNTRY'S 1<sup>ST</sup> POLYTECHNIC U"



**Submitted to:**

**Danilo Mercado Jr.**  
President, SSC

**Verified by:**

**Prof. Demelyn E. Monzon**  
Head, Office of the Student Affairs and Services

Rothlener Bldg., PUP Quezon City Branch, Don Fabian St., Commonwealth Quezon City Phone: (Direct Lines) 9527817; 4289144; 9577817 Email: [commonwealth@pup.edu.ph](mailto:commonwealth@pup.edu.ph) / Website: [www.pup.edu.ph](http://www.pup.edu.ph)

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Quezon City Branch

# COLLECTION REPORT



## COLLECTION REPORT

JMS MarkFest

January-February 2021

**Prepared by:**

ffoxy

**Melanie Marquez**  
VP for Budget and Finance, JMS

**Checked by:**

ed by:

**Yves Patrick Ibañez**  
AVP for Budget & Finance , JMS

**Approved by:**



**Jomel Rabadon**  
President, JMS

**Submitted to:**

**Verified by:**

**Danilo Mercado Jr.**  
President, SSC

**Prof. Demelyn E. Monzon**  
Head, Office of the Student Affairs and Services

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## “THE COUNTRY’S 1<sup>ST</sup> POLYTECHNIC U”



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Quezon City Branch

# CONSTITUTION OF BYLAWS



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
**JUNIOR MARKETING SOCIETY**



### **PREAMBLE**

We, the Marketing Management Students of the Polytechnic University of the Philippines, Quezon City Branch bind ourselves with the guidance of Almighty God, with the aspiration of upholding the standard of marketing management education by promoting academic excellence, leadership, unity, and equity, hereby do ordain and promulgate this constitution.

### **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 for 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.

**JMS**

[jmspupqofficial@gmail.com](mailto:jmspupqofficial@gmail.com) [FACEBOOK.COM/JMSPUPQC](https://www.facebook.com/jmspupqc)



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**JUNIOR MARKETING SOCIETY**



<b>Article I</b>	Name and Nature of Organization
<b>Article II</b>	Logo and Its Description
<b>Article III</b>	Declaration of Principles
<b>Article IV</b>	Statement of Objectives
<b>Article V</b>	Membership
<b>Article VI</b>	Duties and Responsibilities of Members
<b>Article VII</b>	Bill of Rights
<b>Article VIII</b>	the Organization
<b>Article IX</b>	Duties and Responsibilities of Organization Officers
<b>Article X</b>	Commission on Election
<b>Article XI</b>	System of Election
<b>Article XII</b>	Election of Organization Officers
<b>Article XIII</b>	Organization Fund
<b>Article XIV</b>	Accountability of the Officers
<b>Article XV</b>	Removal of Officers
<b>Article XVI</b>	Student Disciplinary Measures
<b>Article XVII</b>	Business Meetings
<b>Article XVIII</b>	Junior Marketing Society Adviser
<b>Article XIX</b>	Effectivity

**JMS**

✉ [jmspupqcofficial@gmail.com](mailto:jmspupqcofficial@gmail.com) ⚡ [FACEBOOK.COM/JMS PUP QC](https://facebook.com/jmspupqc)



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Quezon City Branch

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JUNIOR MARKETING SOCIETY**

Section 2. Governance meetings of the JMS Executive Board together with the JMS representatives and JMS Adviser shall be done once a month.



- Section 3. Special meetings of the JMS Executive Board and Representatives may be called by the officers concerned.
- Section 4. The respective secretaries shall notify concerned people at least three (3) days before the meeting.
- Section 5. The quorum for the JMS Executive Board meeting 50% plus 1 member shall constitute a quorum. A simple majority vote of the executive board members shall be a valid act.

## **ARTICLE XVIII**

### **JUNIOR MARKETING SOCIETY ADVISER**

- Section 1. There shall be one (1) adviser, which should be a College of Business Administration professor.
- Section 2. JMS adviser selection process:
- 2.1 The said adviser shall be recommended by the executive board members.
  - 2.2 The executive board will choose their adviser through the election. A quorum of officers must be maintained.
- Section 3. The function of the adviser:
- 3.1 Shall render advice and guidance to the organization need for smooth operation.
  - 3.2 Shall support morally, spiritually, and physically in every activity of the organization.
  - 3.3 After the election of the JMS adviser, the Executive Board shall issue a resolution confirming the selection of the said adviser copy furnished by the Office of the Student Affairs and Services.

## **ARTICLE XIX**

### **EFFECTIVITY**

- Section 1. This constitution and by-laws shall take effect immediately upon its ratification by most of the votes cast by two-third (2/3) members of the Marketing Management-wide plebiscite called for this purpose. Furthermore, this Constitution and By-Laws can be amended or subjected to review and re-evaluate after two (2) terms upon its ratification.

\*\*\*\*\* NOTHING FOLLOWS \*\*\*\*\*



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**JUNIOR MARKETING SOCIETY**



**ARTICLE I**  
**NAME AND NATURE OF ORGANIZATION**

- Section 1. The name of the organization shall be the JUNIOR MARKETING SOCIETY referred to hereafter.
- Section 2. The official domicile of the Junior Marketing Society shall be at the Junior Marketing Society Office at Polytechnic University of the Philippines Quezon City Branch, Don Fabian St., Commonwealth Avenue, Quezon City.
- Section 3. The Junior Marketing Society shall be the official student organization of the PUP Quezon City Branch. Bachelor of Science in Business Administration major in Marketing Management under the College of Business Administration sharing the same needs, culture, beliefs, goals, and objectives which will serve as an avenue in cultivating the knowledge, skills, and abilities that the course requires.
- Section 4. The Junior Marketing Society shall have jurisdiction over all the PUP Quezon City Branch. Bachelor of Science in Business Administration major in Marketing Management students.

**ARTICLE II**  
**LOGO AND ITS DESCRIPTION**



- Section 1. The logo of Junior Marketing Society is originally the logo of Junior Management Society, which consisted of:
- 1.1 A gear that symbolizes cooperation. Members of the organization represented as a gear that must work together to make something great.
  - 1.2 The PUP Pylon symbolizes truth, excellence, and wisdom. It should have the wisdom to contrive, strength to support, and beauty to adorn any great or important undertaking; and
  - 1.3 Ladders that represents the tool for reaching and achieving student's growth and development.



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**JUNIOR MARKETING SOCIETY**



**ARTICLE III  
DECLARATION OF PRINCIPLES**

- Section 1. The Junior Marketing Society is a nationalist, democratic, autonomous, and academic student organization.
- Section 2. The Junior Marketing Society stands and advances a nationalist, free, scientific, and technological system of education.
- Section 3. The Junior Marketing Society shall protect and promote student's rights, interests, and welfare.
- Section 4. The Junior Marketing Society may freely support and actively participate in the struggle of the academic sector and non-academic sector for people's rights, interests, and welfare.
- Section 5. The Junior Marketing Society shall encourage, actively participate, and support the development of the struggle for an illegal-drug free university.
- Section 6. The Junior Marketing Society shall create venues for the ideas and sentiments of the students.
- Section 7. The Junior Marketing Society shall create civic awareness and discipline among students.
- Section 8. The Junior Marketing Society shall promote and uphold women and children's rights and welfare as one of their contributions to the community outside the campus.

**ARTICLE IV  
STATEMENT OF OBJECTIVES**

- Section 1. The organization is formed for the following purposes:
  - 1.1 To foster harmonious relationship among Bachelor of Science in Business Administration major in Marketing Management students.
  - 1.2 To promote the exchange of ideas and information in the form of symposia, lectures, research, demonstrations/workshops, and the like for the upgrading of the members.
  - 1.3 To promote the interaction among Bachelor of Science in Business Administration major in Marketing Management students in the form of recreational activities like sports fests, parties, and the like.
  - 1.4 To cooperate with the Polytechnic University of the Philippines administration policies together with its instrumentalities in the execution of administrative policies that will rebound to the benefit of the students.



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**JUNIOR MARKETING SOCIETY**



**ARTICLE V  
MEMBERSHIP**

- Section 1. Membership in this organization shall compose of all Bachelor of Science in Business Administration major in Marketing Management bona fide students at this University pledge to its aims and purposes and is willing to accept responsibilities.

**ARTICLE VI  
DUTIES AND RESPONSIBILITIES OF MEMBERS**

- Section 1. Every member shall always observe the laws of the land, rules, and regulations of the University and uphold this constitution.
- Section 2. Every member shall help and render an academic atmosphere conducive to peace and harmony among various sectors of the University.
- Section 3. Every member shall exercise his rights and responsibilities with due regard for the rights of fellow students and other members of the PUP community.
- Section 4. Every member shall participate directly or indirectly in any organizational endeavor towards the achievement of its objectives and plans.
- Section 5. Every member shall fulfill all membership requirements levied by the JMS Executive Board.

**ARTICLE VII  
BILL OF RIGHTS**

- Section 1. Members shall have the right to information on matters affecting them.
- Section 2. Every member shall undergo orientation on the nature, objectives, and functions of the organization.
- Section 3. Members shall have the right to appeal decisions affecting their rights, interests, and welfare.
- Section 4. Members shall have the right to enjoy adequate facilities and services provided by the Junior Marketing Society and the University.
- Section 5. Members shall have the right to due process of law.
- Section 6. Members shall not be subjected to exploitation, harassment, or cruel and/or unusual punishment.



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**JUNIOR MARKETING SOCIETY**



- Section 7. Members shall have the freedom of suffrage.
- Section 8. All Marketing Management class officers and active members, to be determined by the JMS Executive Board, shall exercise their right to vote during the election, to seek any elective positions, and suggest or raise criticism or complaints.
- Section 9. Members shall have the right to undertake research, discuss findings and recommendations pertaining thereto, by the principles of the Junior Marketing Society and academic freedom.
- Section 10. Every member shall have the right to inspect and examine the book of accounts, the minutes' book, and other records of the organization with the following conditions:
- 10.1. For the book of accounts, a Letter of Intent signed by the petitioner and class president shall be submitted to the auditor of Supreme Student Council for consideration and validation and shall seek approval from the Head of Office of the Student Affairs and Services of the university.
  - 10.2. For minutes' book and other records of the organization, a Letter of Intent signed by the petitioner and class president shall be submitted to the secretary-general of Supreme Student Council for consideration and validation and shall seek approval from the Head of Office of the Student Affairs and Services of the university.
- Section 11. Every member shall have access to all information regarding the programs, projects, and plans of the organization.

**ARTICLE VIII**  
**THE ORGANIZATION**

- Section 1. The Junior Marketing Society Executive Board shall be the highest policy decision-making body of the organization.
- Section 2. The JMS Executive Board shall comprise of the following:
- a. President
  - b. Executive Vice President
  - c. Executive Secretary
  - d. Executive Coordinator
  - e. Vice President for Administration
  - f. Vice President for Communications
  - g. Vice President for Digital Transformation
  - h. Vice President for Finance
  - i. Vice President for Research and Extension
  - j. Vice President for Student Relations
  - k. Assistant Vice President for Administration
  - l. Assistant Vice President for Communications



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**JUNIOR MARKETING SOCIETY**



Section 17. The JMS Executive Board shall preside in the election of Classroom Officers when the semester starts.

Section 18. All members of the JMS Executive Board shall take the following oath or affirmation:

I (name) newly elected (name of position) of Junior Marketing Society do solemnly pledge to do with the best of my capability to carry on my duties and responsibilities entrusted by the Bachelor of Science in Business Administration, Major in Marketing Management students of the Polytechnic University of the Philippines.

I pledge that I will faithfully perform the duties and functions of my office, defend the constitution and by-laws of the organization, and dedicate myself to the objectives and tenets of the Junior Marketing Society. So, help me, God.

**ARTICLE IX**  
**DUTIES AND RESPONSIBILITIES OF ORGANIZATION OFFICERS**

Section 1. The President shall have the following duties and responsibilities:

- 1.1 Shall be the chief executive of the organization.
- 1.2 Shall exercise overall supervision and responsibility for the organization.
- 1.3 Shall determine the guidelines for implementation.
- 1.4 Shall build up the integrity, advance the interests and welfare of the organization, and strengthen links and camaraderie among members of the organization.
- 1.5 Shall sign all resolutions, communications, and documents of the organization to make them official.
- 1.6 Shall have all the powers necessary for ensuring that the provisions of the act and the resolution and by-laws made are faithfully observed.
- 1.7 Shall have the sole jurisdiction to create positions, committees, and special bureaus within the organization as it may deem necessary.
- 1.8 Shall appoint the head and assistant heads of all standing committees and special bureaus (ex-officio factor).
- 1.9 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.



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**JUNIOR MARKETING SOCIETY**



Section 2. The Executive Vice President shall have the following duties and responsibilities:

- 2.1 Shall act on behalf of the President in the latter's absence or inability to perform his duties.
- 2.2 Shall assist the President in all transactions concerning the organization.
- 2.3 Shall regulate and maintain the activities of the marketing management students.
- 2.4 Shall administer the proper recruitment of operation heads.
- 2.5 Shall handle the pre-qualification for officer's recognition.
- 2.6 Shall ensure the functioning of all officers of the organization by proper orientation and supervision.
- 2.7 Shall perform other duties delegated by the President.
- 2.8 Shall turn over to his successor the books, records, and other properties in his possession.
- 2.9 Shall seek the approval of the President in all matters concerning his department.
- 2.10 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.

Section 3. The Executive Secretary shall have the following duties and responsibilities:

- 3.1 Shall enforce the provisions of this constitution and all other rules and regulations that may be promulgated from time to time.
- 3.2 Shall maintain the minutes of the Executive Board meetings and circulars related to the implementations of plans and projects approved by the JMS Executive Board.
- 3.3 Shall ensure the validity of any rules, regulations, resolutions, memorandums, programs, and special projects of the organization with prior consultation to the University policies.
- 3.4 Shall be the custodian of the records and such other properties of the Executive Board as the Board may commit his charge.
- 3.5 Shall maintain the issuance of legal documents.
- 3.6 Shall turn over to his successor the books, records, and other properties in his possession.



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**JUNIOR MARKETING SOCIETY**



- 3.7 Shall perform other duties delegated by the President.
  - 3.8 Shall seek the approval of the President in all matters concerning his department.
  - 3.9 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.
- Section 4. The Executive Coordinator shall have the following duties and responsibilities:
- 4.1 Shall be the chief coordinator in disseminating information of the academic and non-academic programs and events of the organization to all members.
  - 4.2 Shall assist in the operation and implementation of projects, rules and regulations, activities, and resolutions concerning the whole organization.
  - 4.3 Shall then consider the comments and suggestions of the Executive Board members and shall forward it to the Executive Vice President.
  - 4.4 Coordinating in-school placement arrangements.
  - 4.5 Shall perform other duties delegated by the President.
  - 4.6 Shall seek the approval of the President in all matters concerning his department
  - 4.7 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.

- Section 5. The Vice President for Administration shall have the following duties and responsibilities:
- 5.1 Shall exercise general supervision and responsibility for his department.
  - 5.2 Shall maintain good corporate relations to provide job fairs, on-the-job training assistance, and alumni affairs.
  - 5.3 Shall undertake the business affairs of the organization about special projects and programs dealing with sponsors.
  - 5.4 Shall have the responsibility for the procurement of supplies needed by the organization.
  - 5.5 Shall act as the chief property custodian of the organization with the help of the Assistant Vice President for Administration.
  - 5.6 Shall administer all the proposals of projects, partnerships, sponsorships, and the like.



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## POLYTECHNIC UNIVERSITY OF THE PHILIPPINES JUNIOR MARKETING SOCIETY

5.7 Shall report all officers' performance and their corresponding benefits.



5.8 Shall turn over to his successor the books, records, and other properties in his possession.

5.9 Shall perform other duties delegated by the President.

5.10 Shall seek the approval of the President in all matters concerning his department.

5.11 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.

Section 6. The Vice President for Communications shall have the following duties and responsibilities:

6.1 Shall exercise general supervision and responsibility for his department.

6.2 Shall be responsible for ensuring that the information relating to the JMS Executive Board is disseminated; he shall have to coordinate the provision of media for communication by the Executive Secretary and Assistant Vice President for Communications.

6.3 Shall establish, advise, and ensure the functioning and performance of the organization's representatives.

6.4 Shall be the administrator of the official social media accounts of JMS such as Facebook, Instagram, and Twitter.

6.5 Shall turn over to his successor the books, records, and other properties in his possession.

6.6 Shall perform other duties delegated by the President.

6.7 Shall seek the approval of the President in all matters concerning his department.

6.8 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.

Section 7. The Vice President for Digital Transformation shall have the following duties and responsibilities:

7.1 Shall exercise general supervision and responsibility for his department.



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7.2 Shall be the official head of Microsoft system, marketing and advertisement design, and content creator of the organization with the help of Assistant Vice President for Digital Transformation.



7.3 Shall turn over to his successor the money, books, records, and other properties in his possession.

7.4 Shall perform other duties delegated by the President.

7.5 Shall seek the approval of the President in all matters concerning his department.

7.6 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.

Section 8. The Vice President for Finance shall have the following duties and responsibilities:

8.1 Shall exercise general supervision and responsibility for his department.

8.2 Shall direct the acquisition, control, and utilization of the funds of the organization.

8.3 Shall be the official treasurer of the organization with the main responsibility in handling the collection reports and financial reports per projects of the organization.

8.4 Shall propose and head income-generating projects for the organization subject to the approval of the JMS Executive Board.

8.5 Shall assist the other departments in all financial transactions concerning the outside activities/obligations of the organization.

8.6 Shall require all the committees under the organization to submit periodically and per project collection reports and financial reports for the record.

8.7 Shall turn over to his successor the money, books, records, and other properties in his possession.

8.8 Shall perform other duties delegated by the President.

8.9 Shall seek the approval of the President in all matters concerning his/her department.

8.10 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.



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- 14.2 Shall examine and verify all the financial transactions of the organization.
- 14.3 Shall recommend measures deemed necessary for improving the efficiency regarding the financial aspect of the organization.
- 14.4 Shall turn over to his successor the books, records, and other properties in his possession.
- 14.5 Shall perform other duties delegated by the President and Vice President for Finance.
- 14.6 Shall seek the approval of the Vice President for Finance in all matters concerning his office.
- 14.7 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.

Section 15 The Assistant Vice President for Research and Extension shall have the following duties and responsibilities:

- 15.1 Shall act on behalf of the Vice President for Research and Extension in the latter's absence or inability to perform his duties.
- 15.2 Shall assist the Vice President for Research and Extension to supervise and handle all the extension and special projects of the organization.
- 15.3 Shall assist the Vice President for Research and Extension to maintain good corporate relations to provide job fairs, on-the-job training assistance and alumni affairs together with the Executive Vice President.
- 15.4 Shall assist the Vice President for Research and Extension to be responsible for the documentation of all events, projects, and activities of the organization.
- 15.5 Shall assist the Vice President for Research and Extension to be responsible for the Bachelor of Science in Business Administration major in Marketing Management related research to uplift the quality of marketing management education.
- 15.6 Shall assist the Vice President for Research and Extension to direct and organize all seminars, workshops and conventions concerning all members.
- 15.7 Shall turn over to his successor the books, records, and other properties in his possession.
- 15.8 Shall perform other duties delegated by the President and Vice President for Research and Extension.
- 15.9 Shall seek the approval of the Vice President for Research and Extension in all matters concerning his department.



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15.10 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.



Section 16. The Assistant Vice President for Student Relations shall have the following duties and responsibilities:

16.1 Shall act on behalf of the Vice President for Student Relations in the latter's absence or inability to perform his duties.

16.2 Shall assist the Vice President for Student Relations to be responsible for handling grievances, suggestions, and problems forwarded by the members of the organization.

16.3 Shall assist the Vice President for Student Relations when the need arises for student assistance.

16.4 Shall assist the Vice President for Student Relations in supervising the JMS Representatives.

16.5 Shall turn over to his successor the books, records, and other properties in his possession.

16.6 Shall perform other duties delegated by the President and Vice President for Student Relations.

16.7 Shall seek the approval of the Vice President for Student Relations in all matters concerning his department.

16.8 Shall be given the privilege of having an exemption based on his organizational fees only, during his term.

Section 17. All officers must attend its Governance Meeting.

## ARTICLE X

### COMMISSION ON ELECTION

Section 1. The election committee of JMS COMELEC shall be composed of six (6) members including the chairman. They shall choose from among themselves a Chairman, one (1) Secretary and the rest as Commissioners.

Section 2. The member of the said committee shall be composed of three (3) outgoing JMS officers who will not prolong their term or not interested to seek again any of the positions and three (3) graduating class officers

Section 3. The JMS COMELEC shall provide services as follows:



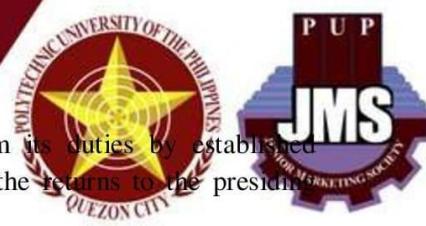
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3.1 To supervise and conduct the election, perform its duties by established election practices, carry, and certify in writing the returns to the president officer.

3.2 To recommend to the JMS Executive Board effective measures to minimize all forms of election frauds and malpractice.

3.3 To register and accredit individuals by the law.

3.4 To pass judgment on election protests concerning elections returns and qualifications of candidates for elective positions.

3.5 To report the results of elections to the students and the entire organization.

Section 4. No suspension of sentence for violation of the law or rules and regulations concerning elections shall be metered without the recommendation of the commission.

Section 5. All decisions of the committee sitting en banc shall be final and irrevocable.

## **ARTICLE XI**

### **SYSTEM OF ELECTION**

Section 1. There shall be a definite system to be observed in the elections of certain officers and members of the JMS Organization.

Section 2. The system shall be as follows:

2.1 Anyone can be elected as long as he possesses a quality of a good leader; however, JMS members who hold higher position (President, Vice President, and Secretary) to other organization in PUP Quezon City community has no right to be elected as JMS Executive Board unless he withdraws from other organization if elected in the position stated.

2.2 The JMS Representatives shall be the elected classroom presidents of the Bachelor of Science in Business Administration major in Marketing Management sections.

2.3 The JMS Executive Board shall be elected in a manner provided for in Article XII of this constitution. The election exercise shall be held through General Assembly; however, a special election may occur upon the decision of the JMS COMELEC when deemed necessary.

## **ARTICLE XII**

### **ELECTION OF ORGANIZATION OFFICERS**



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Section 1. The members of the organization shall elect the JMS Executive Board members.

Section 2. The JMS COMELEC shall determine the election concerns. The COMELEC shall undergo the legal process as mandated in the JMS Constitution and By-Laws.

Section 3. The members of the organization shall elect from among the candidates the President, Executive Vice President, Executive Secretary, Executive Coordinator, Vice President for Administration, Vice President for Communication, Vice President for Digital Transformations, Vice President for Finance, Vice President for Research and Extension, Vice President for Student Relations, Assistant Vice President for Administration, Assistant Vice President for Communication, Assistant Vice President for Digital Transformations, Assistant Vice President for Finance, Assistant Vice President for Research and Extension, Assistant Vice President for Student Relations.

Section 4. The candidates must have the following qualifications for validation:

4.1 He must be a bona fide student at the University under the College of Business Administration and enrolled in the course Bachelor of Science in Business Administration major in Marketing Management.

4.2 He must be enrolled in at least 18 units that semester.

4.3 He must be a regular student.

4.4 He must have at least one year of residence at the University.

4.5 He must be cleared of any financial obligations in his organizations.

Section 5. There shall be no limit on the number of qualified candidates.

Section 6. There shall be a campaign period at least one week before the election and all the campaign materials shall be approved by the Office of the Student Affairs and Services and Administrative Office and Property Custodian.

### **ARTICLE XIII**

#### **ORGANIZATION FUND**

Section 1. The JMS Executive Board shall maintain a student fund to consist of (a) General Fund and (b) a Special Fund.

Section 2. The General Fund shall be drawn from the student membership fees to be collected by the JMS Executive Board during the regular registration period of each semester and that of the summer term.

Section 3. The Executive Board shall determine the membership fee. However, the Executive Board may raise the fee, as it does not deem necessary.

Section 4. The Special Funds shall be those which are collected for specific purposes and which shall be disbursed for each purpose only. The funds collected by the



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organization from donations, solicitations and income-generating projects shall fall hereto.



- Section 5. All funds shall be deposited in the Office of the Student Affairs and Services to be determined by the JMS Executive Board and shall be used for purposes specifically authorized in the budget and duly approved by the JMS Executive Board.
- Section 6. No money shall be paid out of the funds of the JMS Executive Board, except in the pursuance of an authorized appropriation.
- Section 7. Every fund withdrawal in the Office of the Student Affairs and Services must be approved by the Vice-President for Finance, Assistant Vice President for Finance, and JMS President.
- Section 8. All funds and expenses of the JMS Executive Board, JMS Representatives and any subdivision of Junior Marketing Society shall be declared.
- Section 9. All collection reports and financial reports shall be submitted by the JMS President, Vice President for Finance, and Assistant Vice President for Finance to the Office of the Student Affairs and Services.
- Section 10. The JMS Executive Board shall post a financial statement and budgetary outlay as deemed necessary which shall be decided upon by the executive board before and after conducting an event.

#### **ARTICLE XIV**

##### **ACCOUNTABILITY OF THE OFFICERS**

- Section 1. All officers shall always be accountable to the members of the organization, whom they should serve with utmost honesty, responsibility, integrity, loyalty, efficiency, and nationalism.
- Section 2. All officers shall hold office if he is enrolled for the current semester.
- Section 3. All JMS Executive Board and Representatives who had undergone proper recruitment process and JMS COMELEC officers may be removed by impeachment on the following grounds:
- Culpable violation of this constitution
  - Negligence of responsibilities and duties
  - Betrayal of the organization
  - Bribery
  - Corruption of organizations funds
  - Other acts that violate the aims or objectives of the organization.
  - And other high crimes.
- Section 4. Other appointed officials may recall from office with just and reasonable cause upon orders of the appointing authority.



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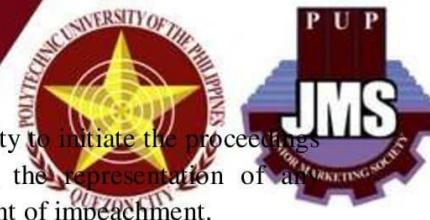
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Section 5. The JMS Executive Board shall have the sole authority to initiate the proceedings on all cases of impeachment. Any student upon the representation of an members of the JMS Executive Board files a complaint of impeachment.



- Section 6. The JMS Executive Board by the vote and conviction of two-thirds (2/3) vote of all its members may consider an impeachment complaint.

#### **ARTICLE XV**

##### **REMOVAL OF OFFICERS**

- Section 1. Any member of the JMS Executive Board subjected to impeachment may be removed from office for cause by two-thirds (2/3) vote of the executive board upon conviction of grounds stated at Section 3 of Article XIV of this constitution.
- Section 2. The JMS Executive Board shall in strict observance of due process by two-thirds (2/3) vote of all its members, compose of the resignation of a particular officer of the JMS Executive Body including those of the Appointed Officers and other subdivisions of the Junior Marketing Society.
- Section 3. When a vacancy occurs because of resignation, withdrawal, or expulsion, the vacancy shall be filled thru appointment subject to the approval of a two-thirds (2/3) vote of the JMS Executive Board.

#### **ARTICLE XVI**

##### **STUDENT DISCIPLINARY MEASURES**

- Section 1. The JMS may adopt an official logo, which shall be truly reflective and symbolic of the ideals, principles, and aspirations of the whole organization. Any revisions of the logo may be proposed to the JMS Executive Board for its approval.
- Section 2. The name of the organization, JMS Executive Board, and any subdivisions shall not be used for immoral or unlawful purposes.
- Section 3. JMS may be affiliated with any reputable and respected local, national, and international organizations.
- Section 4. The Junior Marketing Society Executive Board shall extend support to the University Supreme Student Council and the Council of Leaders in the implementation and realization of the objective of the Student Organization.
- Section 5. The General Election shall be held in the last month of the school year.

#### **ARTICLE XVII**

##### **BUSINESS MEETINGS**

- Section 1. Regular Executive Board meetings shall be done once a week.



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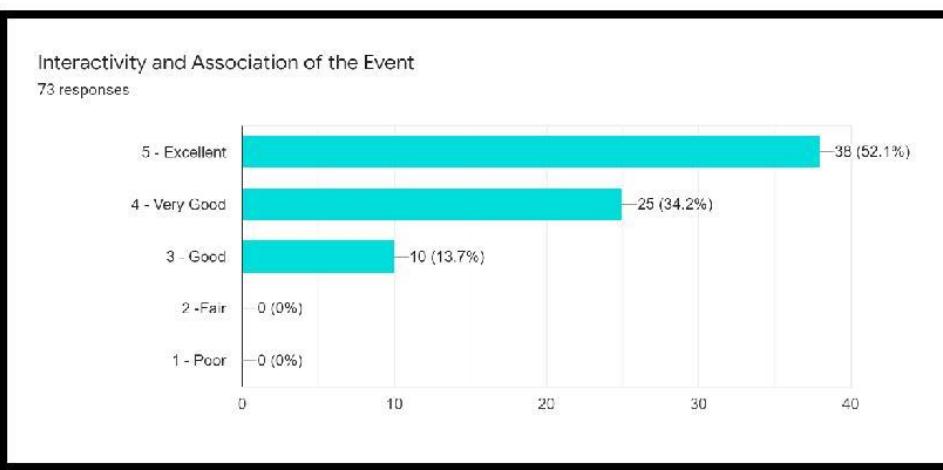
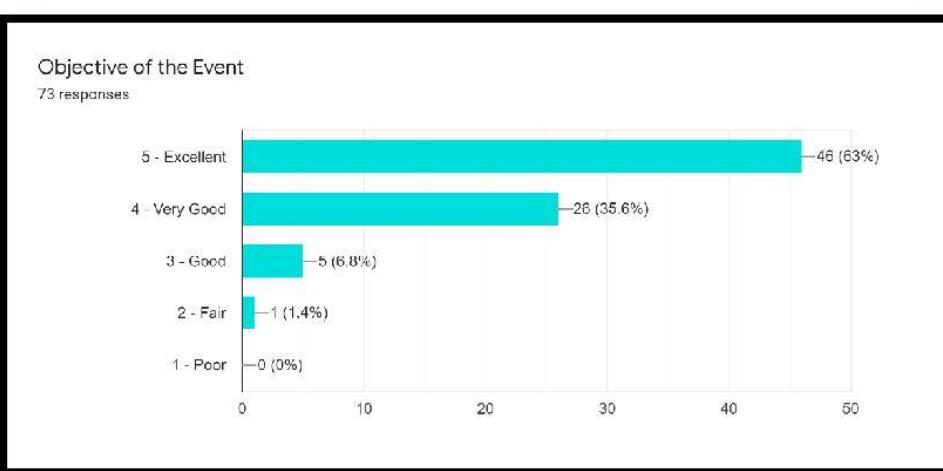
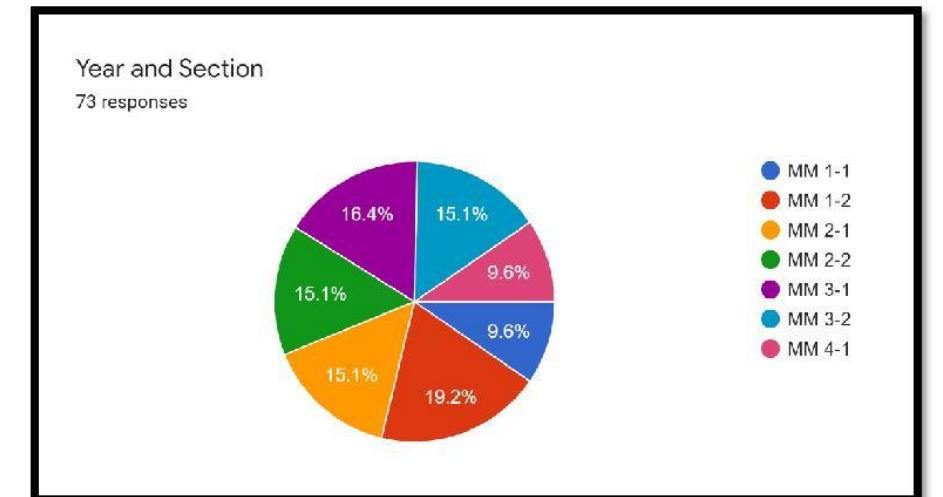


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# EVALUATION (WEBINAR)



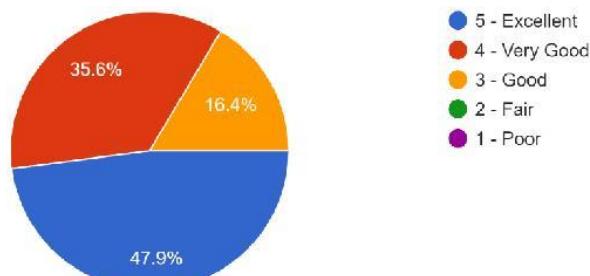
Result of Post-survey (QC Branch)





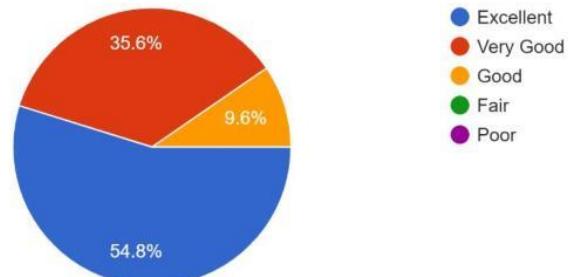
Organization of the Event

73 responses



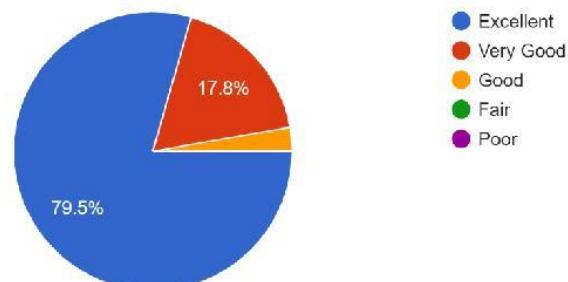
How would you rate the webinar?

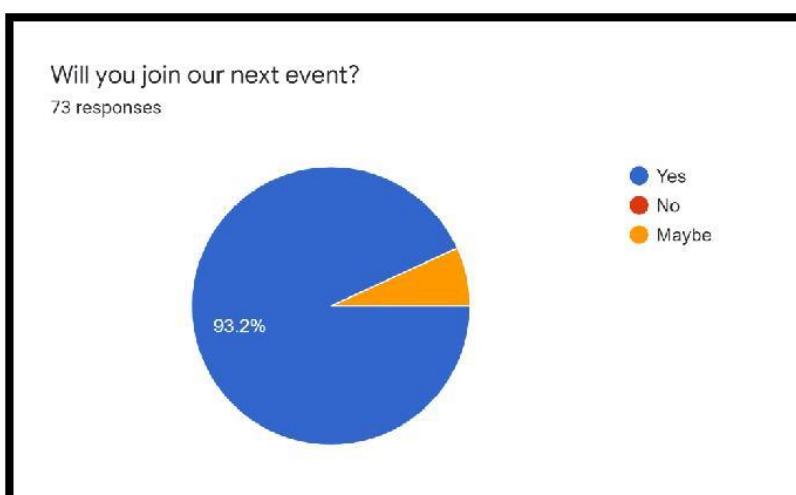
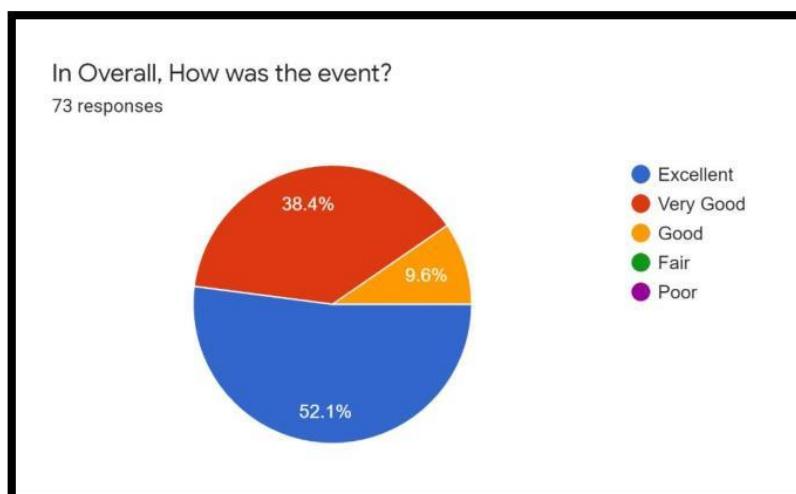
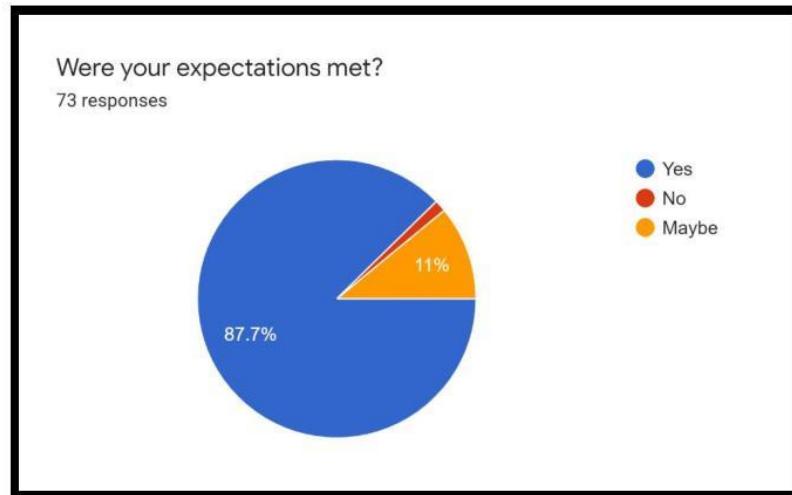
73 responses



How would you rate the speakers?

73 responses







Any improvements that can be made to the webinar?

73 responses

Nothing

None

nothing

N/A

All good

Internet

None, it was good and excellent

first of all congrats for a successful event. Suggestion for improvement i think is the technicality of the event.

Any improvements that can be made to the webinar?

73 responses

Always have plan B. At isa yun sa maganda na napakita nyo po. Thank you so much.

mas maganda po sana kung naging maayos yung sa live, mas marami pong makakanuod

I hope that there is no technical problem next time

Make sure internet connection is strong

its good na wala pong dead air yung sa nawala yung live sa fb understandable naman kasi may back up na zoom siguro zoom na lang ulet next time <3

They should put intermissions to make the listeners enjoy the webinar but I understand that it may be removed due to the technical issues that have happened.

For technicality only.

That's all good



Any improvements that can be made to the webinar?

73 responses

audio

We are all still adapting to this way of organizing events and it is completely fine to experience some technical difficulties, atleast we know better this time. Sobrang galing po ng speakers, as a small business owner, I am educated and also inspired, thank you po!

Maganda na po sya, very informative pa ng speakers. Hindi lang talaga maliwasan ang technical problems :((

Kung gusto po mag-live sa fb, i suggest a pre-recorded fb live. Less hassle, and yung possible na interruption lang is kapag mabagal net nung nag-live. If need ng live talaga, may apps na pwede gamitin para icut yung pre-recorded live tas isingit doon. Ayon lang po, kung di niyo po naconsider sa options niyo hehe anw, great job po!! Ang saya na madaming kasamang partner schools!!!!

Just check the internet connection before start a webinar/ program.

Technical expertise

Any improvements that can be made to the webinar?

73 responses

none

Be on time

Add interactivity, job well done!

Nothing, it is already good.

Technical support

It was all good.

Some connections are poor, sometimes I cant understand the speaker

Sana po after ng event may picture taking, for documentation din po na umattend kami. Hehehehe 🤪

That was great. Just make sure next time to not do it again the miscalculation of meeting event to avoid time consuming and displeasing participants.



Any improvements that can be made to the webinar?

73 responses

Yung sa internet po. Kasi matagal din po ako na nag stay sa fb live kaso super lag nyo po kahapon, naka data lang din po ako kaya ayun hindi po maiwasan na minsan mag exit ako para hindi aksayado sa data.

siguro po more on technical issues

Siguro back up lang once na nagkaroon ng problem katulad nung last monday para hindi nadelay ng matagal. Yun lang 😊

Continuing being open to the opinions and suggestions of the students.

They should make a better improvement for their technical system.

technical

Technicalities are kinda normal. So it is okay. Good luck to your next activity.

I hope the links will be sent immediately and the staff are informative about the event

Any improvements that can be made to the webinar?

73 responses

time organization

Technical

Lagi pong mag handa ng plan B lalo na sa technicals tapos po make sure na mareresolve nun Yung problema sa maikling panahon lang. So dapat po laging naka ready Yung option B.

NA

Technical difficulties

Nothing else

May mga nakaready na po na mga plan b para in case na may aberya or may nangyari mabilis nalang po yung proces.. anyways, thank you jms officers, Kudos!



Any improvements that can be made to the webinar?

73 responses

n/a

Next time fixed early the technical issues so that we can start earlier.

I suggest po na dapat po may nakahanda agad laging back up plans, para in case po na magkaroon ng tech difficulties, di po nasasayang oras and effort po.. pero understood naman po yung nangyari hehe all in all po, sobrang dami po naming natutunaaan!!

For me its good

technology improvement

Technical/ platform

Just prepare the technical requirements ahead of time to avoid errors.

wala naman po

Any improvements that can be made to the webinar?

73 responses

Just prepare the technical requirements ahead of time to avoid errors.

wala naman po

Always have back up plans

For me, none

None.

Technical issues

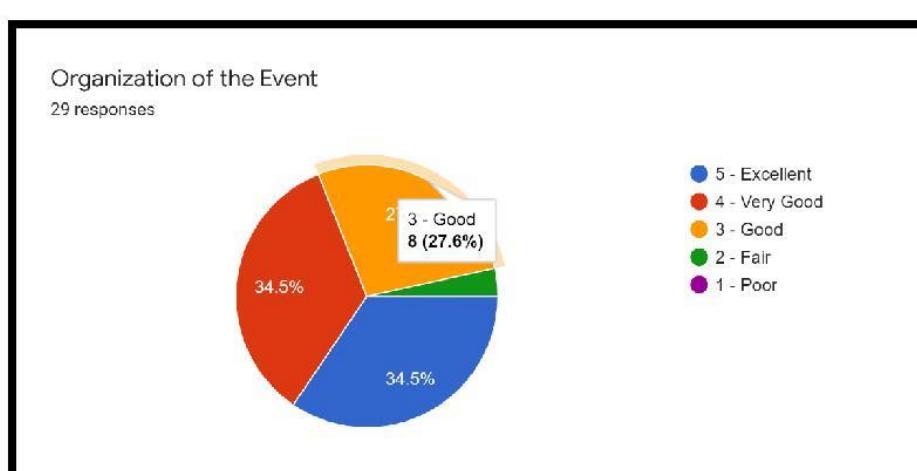
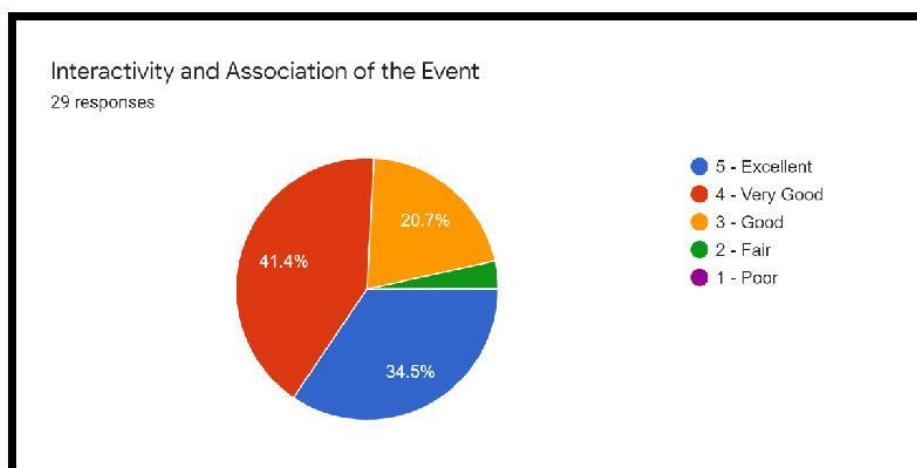
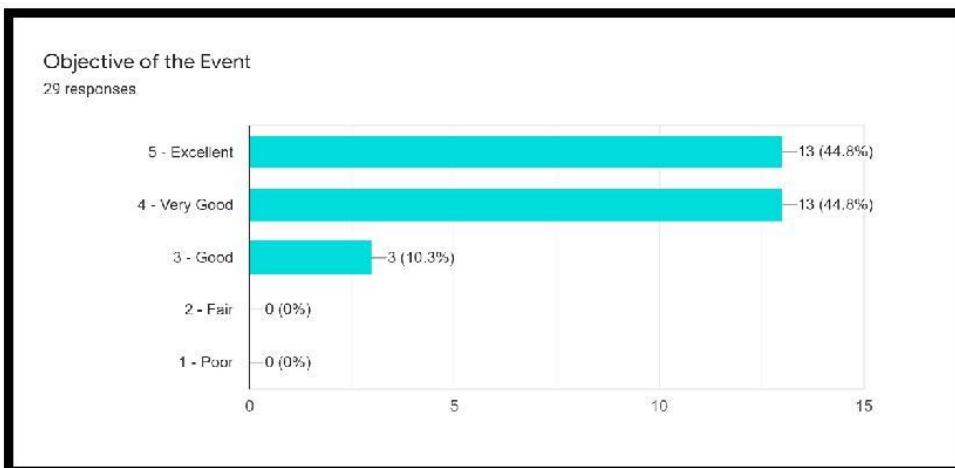
Stable wifi connection

None, great job 😊

It all good❤

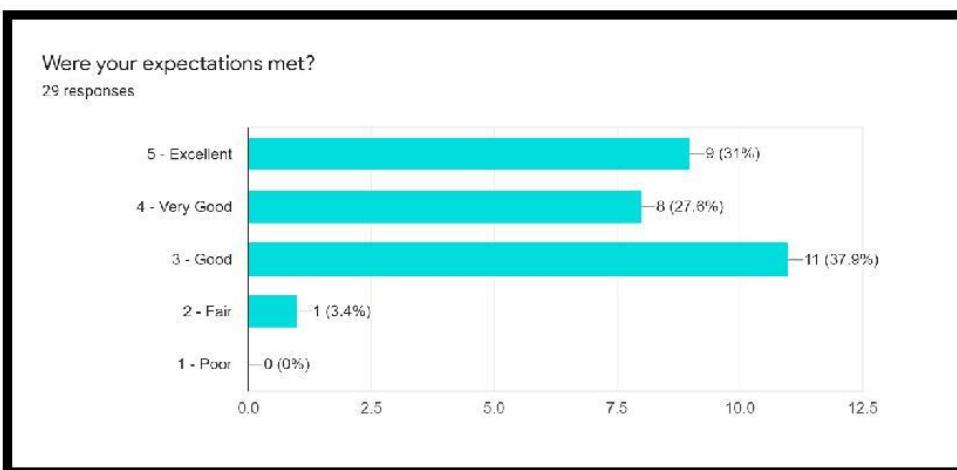
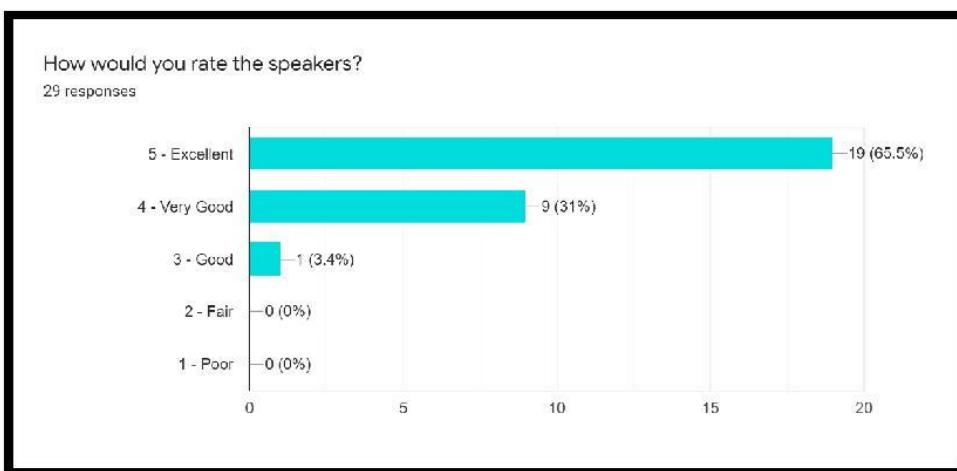
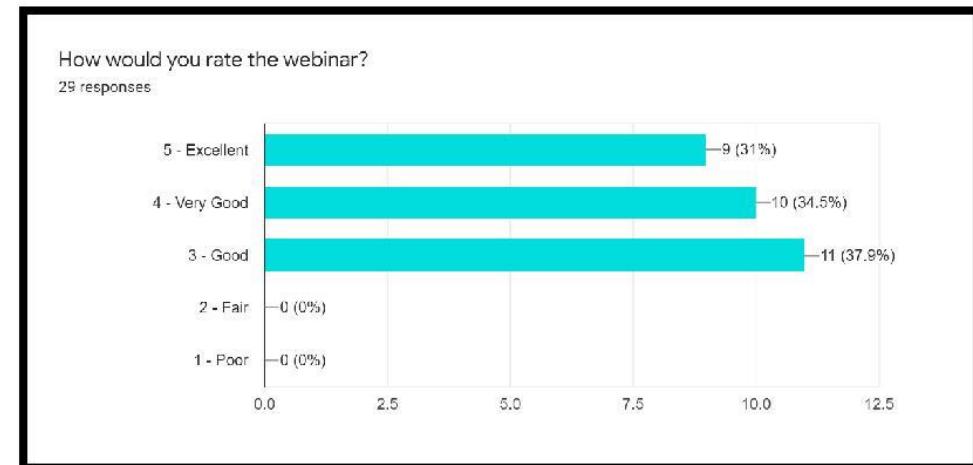


**POST-SURVEY RESULT (PARTNER SCHOOL)**





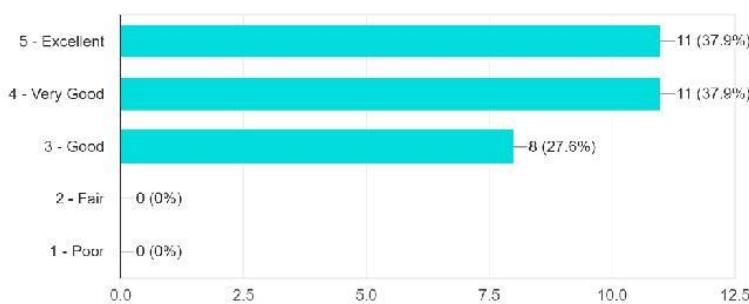
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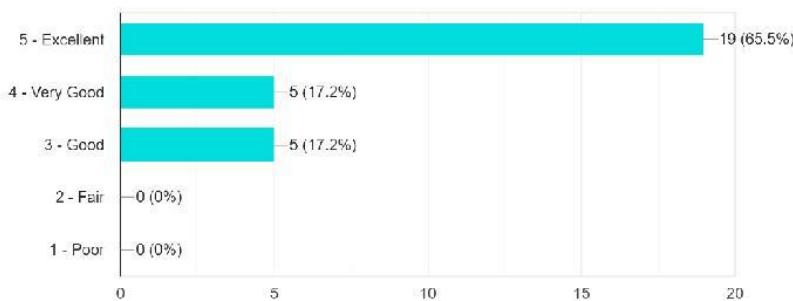
In Overall, How was the event?

29 responses



Will you join our next event?

29 responses





Any improvements that can be made to the webinar?

13 responses

N/A

Incase po na magkaroon ng another problem with the connection or something dapat may plan b to avoid yung mga ganito pangyayari. But overall okay naman po yung event, very informative.

The webinar is good, we learned a lot. Maybe next time, try to be more prepared just in case there is a problem, you already have an action plan that can serve everyone, but you guys did a great job after all.

No comment

Double Checking to semimar's setup to prevent technical difficulties.

walanaman po

The webinar was excellent, I think there's no any improvements that need to be made

Technicality

Any improvements that can be made to the webinar?

13 responses

No comment

Double Checking to semimar's setup to prevent technical difficulties.

walanaman po

The webinar was excellent, I think there's no any improvements that need to be made

Technicality

Technical Problems

It's all good

good job po!

Nothing so far, because the webinar goes well with my expectations.



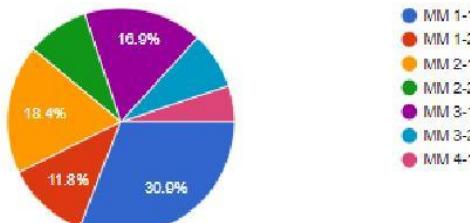
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# EVALUATION (OBRA MARKETISTA)



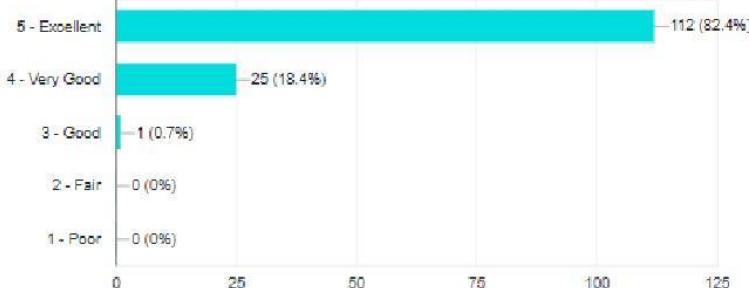
Year and Section

136 responses



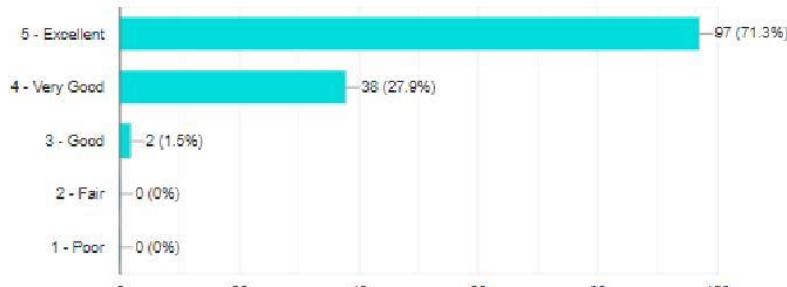
Objective of the Event

136 responses



Interactivity and Association of the Event

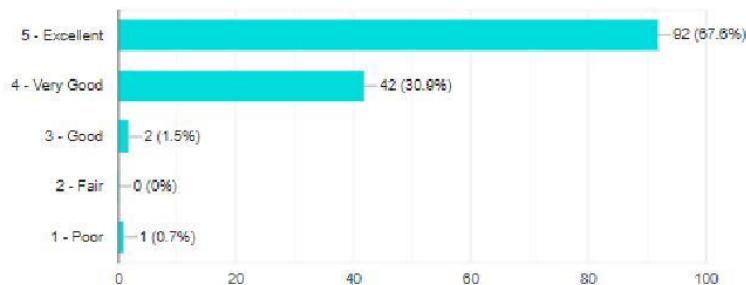
136 responses





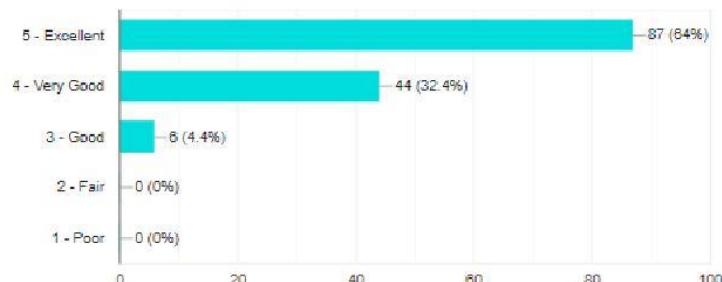
Organization of the Event

136 responses



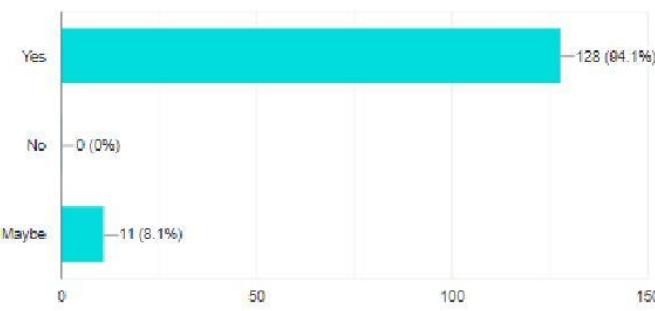
How would you rate the hosts?

136 responses



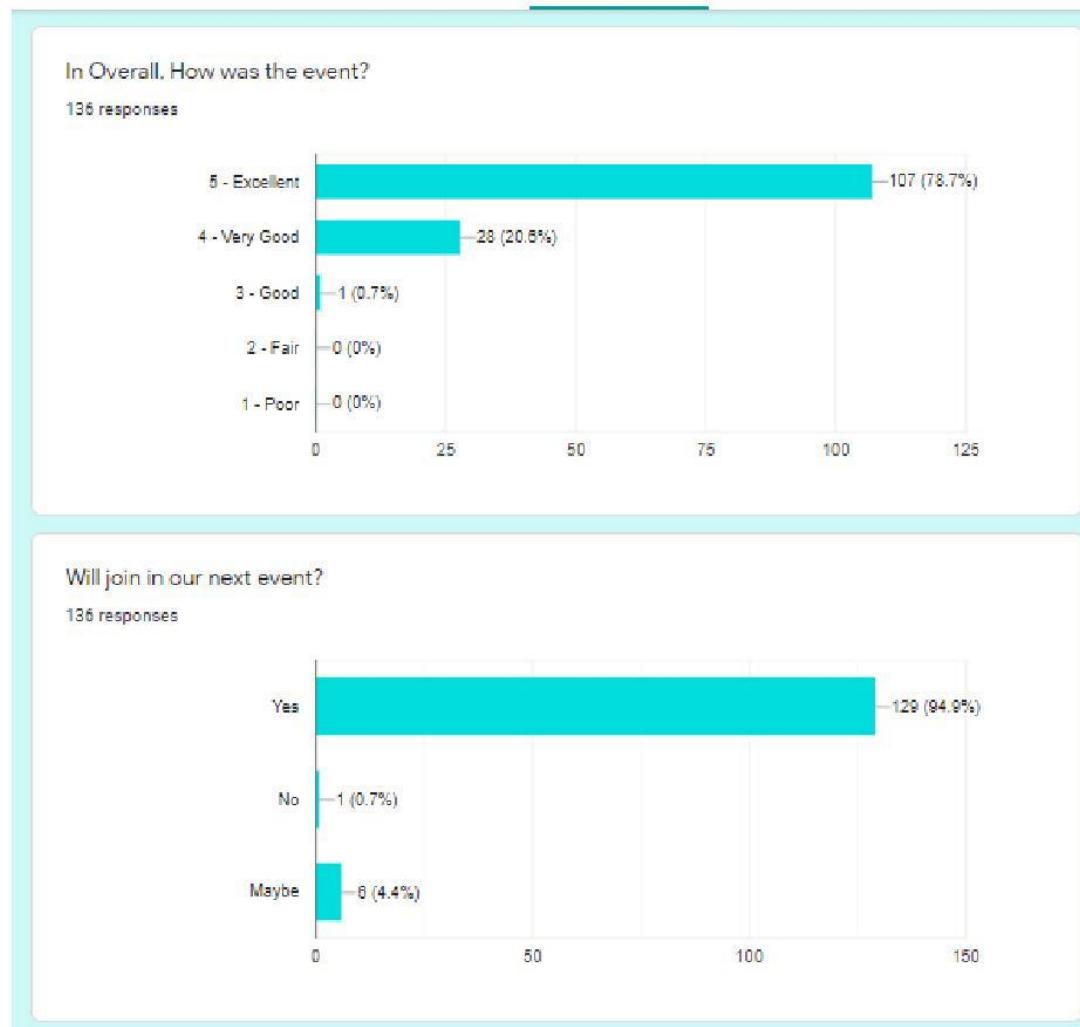
Were your expectations met?

136 responses





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How was your experience in joining our event, Any recommendations?

136 responses

It was such a great time, will definitely join your future events again.

nothing to recommend. I just want to commend the whole jms officers. The event was remarkable. This is history a whole new level of celebration. Despite our situation, you're able to adjust and still give us an extraordinary event that worth remembering. I'm delighted to be part of an amazing organization filled with wonderful people. And for our JMS President, you're the history. Thank you.

That was fun

Wala na po, All goods!! Congratulations, JMS!!!!

Its a very interactive virtual meeting

It's all good and very satisfying.

that was a wonderful event

It was fun. Tas kala ko talaga may PUP Aklan HAHAHAHAHAHAHAHAHA Tysm, JMS! You're the best!!!



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How was your experience in joining our event, Any recommendations?

136 responses

very good and innovative.

The show was excellent! I was entertained. The contestants were talented. I am looking forward to joining the coming events. No recommendations at all.

It was a nice experience. Even though the event is only virtual, we enjoyed it very much. The organization planned the event very well and I am looking forward for more events of this org

Exciting and Interactive

N/a

NA

More events po please 😊

it was fun and everything is organized well.

It was fun and exciting

How was your experience in joining our event, Any recommendations?

136 responses

bands po ❤️ kaso mas masaya talaga pag live huuu

It was fun. I'll join again.

I can't think of any for now.

That was great!

Super nag enjoy po ako lalo na nung The Juans na po hehe

It was a great experience. I had fun and was amazed by the performers.

My whole experience was a blast, my expectations were met and it was even better, thank you po organizer! See you po sa next markfest! <3

It was really fun po, and the hosts are both jolly, and make the event more awesome because of their humor. Hoping po na sana sa susunod na event is face to face na, sobrang perfect po ng battle of the band kapag face to face hehehehe. Thank you so much po for making our 1st year in PUP happy and

How was your experience in joining our event, Any recommendations?

136 responses

country sayay

It was a great experience! This was my first time joining a virtual event and even though it was done through Facebook live, you can feel the ambience of a live event especially when they started playing the BOTB entries❤️. I hope there would be more virtual event like this to give enjoyment, excitement, and entertainment because we all know that online classes are really hard to cope with and causes stress not only to students but also to our dearest teachers. Thank you JMS and Keep it up! 🌟❤️

Worth it, over all experience amazing..

I really enjoyed the event.

Its a good experience

Honestly, I did not watch the entire session due to loaded things to do, but for the very little time I watch the event, it was great and interactive that alters my stress. Keep up the good flow of the upcoming event. Kudos!

it was unforgettable



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How was your experience in joining our event. Any recommendations?

136 responses

NATEN NANG MAAYOS YUNG ZOOM NEXT EVENT.

N/A

I had a great time participating in the event even though it was only held virtually. I wish that the pandemic will end soon so that I will be able to experience it in face to face class. <3

I like everything, sobrang ganda ng pagkaka handle po ng event walang dead air, smooth and organized. Nakakatuwa lalo na may mga participants from other schools mas lumalawak yung connections ng JMS! Kudos sa Officerz and kay Sir Jhanno! Tapos yung the Juan shet mapanaket same goes with Lend mapanaket. Pinaka the best highlight ng event yung may shoutout ako kay Host Julliene!! <3 Congrats, JMS!

I enjoyed the event. Very lively and no technical problem occurred. Kudos to all the organizers.

Ang ganda ng concept at sobrang saya sumali kahit online lang. Sana next time wala na covid, sure ako mas masaya pag face to face na ulit. ❤️

It is very entertaining

How was your experience in joining our event. Any recommendations?

136 responses

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It is very entertaining

Thank you JMS officers for making the event successfully. Super enjoy dahil ns rin sa mga sponsors! Mabuhay kayo. 🎉

Nakakatuwa po kahit virtual yung event naging maayos po!

I just wish I could experience it in face to face next time. Still feels kind of boring cause I can't share my enjoyment with other students. It kind of feels hard to be like trying to enjoy something but then you will get to the awful reality that you are always alone.

It was fun at always, exciting especially we have lots of sponsors and the members are active.

How was your experience in joining our event. Any recommendations?

136 responses

Good job maraming choices it was fun and hope to attend more events like this again.

Sana mas marami pang choices na ssалиhan, hindi kasi lahat artist 😊

Its fun. I guess it boosts my confident.

no recommendations

engaging and fun

I unexpectedly enjoy the event and the event was organized.

I enjoy it very much

It was great to participate the event

Excellent

The event was well organized, good job.



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How was your experience in joining our event. Any recommendations?

136 responses

It was good. More prize! Char

none.

Full of excitement and entertainment.

Masaya po at nag enjoy naman po kami. May onting difficulties siguro dahil nga virtual at dahil na rin sa internet.

More kinds of competitions for students so they will able to continually showcase their talents. (ex: mobile games)

Everything went well. I love the experience.

Ben&Ben naman po sana next. Thanks.

It was great ❤

How was your experience in joining our event. Any recommendations?

136 responses

It is fun. Also thank you for the prizes!

JMS lang sakalam!

It's all good.

It was fun and exciting. I never thought that our Markfest can excellently executed virtually. It was challenging but I'm so impress to officers of JMS because they nailed it.

Fun!

Sayang wala akong e-cert. Sad

I'm so happy with the event because even if we are in a new normal setup we have this kind of events.

OTHER (20)

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