

**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 Virtual 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.

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Venue & Date

(Pre-competition)

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

(Awarding)

- Facebook Live
- **February 15, 2021**
- **02:00pm to 05:00pm**

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.

Mechanics of the Contest

POSTER-MAKING

MECHANICS:

1. Should express the theme, OBRA MARKETISTA: Great Talents Through Digital Contemporary Art.
2. Participants may use any kind of materials. Be creative.
3. Upload entries on Facebook with captions related to the theme. Tag our official Facebook page, Junior Marketing Society – PUPQC and use the hashtags **#PosterMaking #JMSMarkFest2021**
4. Earning of reactions for this category is until January 25, 2021.

QUALIFICATIONS:

1. Entries are open to all JMS members.
2. Should follow JMS Facebook page.





CRITERIA FOR JUDGING:

Relevance to the theme and Caption	40 %
Originality, Creativity, and Presentation	40 %
Audience Impact	20 %
	100 %

LOW-COST COSPLAY

MECHANICS:

1. Participants may cosplay any anime character.
2. Costumes must be entirely made of common household items. Be creative in directing the photography as well.
3. Upload entries on Facebook. Tag our official Facebook page, Junior Marketing Society – PUPQC and use the hashtags **#LowcostCosplay #JMSMarkFest2021**
4. Earning of reactions for this category is until January 25, 2021.

QUALIFICATIONS:

1. Entries are open to all JMS members.
2. Should follow JMS Facebook page.

CRITERIA FOR JUDGING:

Creativity/ Resourcefulness	40 %
Costume and Presentation	40 %
Audience Impact	20 %
	100 %

PHOTOGRAPHY

MECHANICS:

1. Should capture the essence of the theme, OBRA MARKETISTA: Great Talents Through Digital Contemporary Art.
2. Photographs must have been recently shot.
3. Photographs that have been published in print or online are disqualified.
4. Photos which are highly immoral, relatively obscene and/or in violation of public moral and/or public policy are disqualified.
5. Upload entries on Facebook with captions related to the theme. Tag our official Facebook page, Junior Marketing Society – PUPQC and use the hashtags **#Photography #JMSMarkFest2021**
6. Earning of reactions for this category is until February 01, 2021.





QUALIFICATIONS:

1. Entries are open to all JMS members.
2. Should follow JMS Facebook page.

CRITERIA FOR JUDGING:

Relevance to the theme and Caption	40 %
Creativity and Storytelling of the Photograph	40 %
Audience Impact	20 %
	100 %

DIGITAL PAINTING

MECHANICS:

1. Should express the theme, OBRA MARKETISTA: Great Talents Through Digital Contemporary Art.
2. Entries with elements whose copyright belong to other organizations or other creatives are not qualified.
3. Entries must be original digital art form. Animation, motion graphics, and other sub-classification of digital art will not be accepted.
4. Entries should not contain inappropriate content e.g. promotion of brands, malicious or explicit content that can offend race, sex, religion, or public taste.
5. Upload entries on Facebook with captions related to the theme. Tag our official Facebook page, Junior Marketing Society – PUPQC and use the hashtags **#Photography #JMSMarkFest2021**
6. Earning of reactions for this category is until February 01, 2021.

QUALIFICATIONS:

1. Entries are open to all JMS members.
2. Should follow JMS Facebook page.

CRITERIA FOR JUDGING:

Creativity and Originality of the depicted theme	30 %
Relevance to the theme and Caption	30 %
Complexity of digital technology used	20 %
Audience Impact	20 %
	100 %

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TIKTOK VIDEO CONTEST

MECHANICS:

1. Entries should not exceed to a maximum time of one (1) minute.
2. Participants must observe appropriate sound, skit, dance, and appearance.
3. Upload entries on Facebook. Tag our official Facebook page, Junior Marketing Society – PUPQC and use the hashtags **#TikTok #JMSMarkFest2021**
4. Earning of reactions for this category is until February 08, 2021.

QUALIFICATIONS:

1. Entries are open to all JMS members.
2. Should follow JMS Facebook page.

CRITERIA FOR JUDGING:

Creativity	40 %
Visual Composition	40 %
Audience Impact	20 %
	100 %

VIRTUAL BATTLE OF THE BAND

MECHANICS:

1. Each group will perform an OPM song with a maximum time of five (5) minutes.
2. Each group may perform a medley arrangement of songs.
3. Upload entries on Facebook. Tag our official Facebook page, Junior Marketing Society – PUPQC and use the hashtags **#VirtualBOTB #JMSMarkFest2021**
4. Earning of reactions for this category is until February 08, 2021.

QUALIFICATIONS:

1. One (1) entry per section with 2 or more performers.
2. Should follow JMS Facebook page.

CRITERIA FOR JUDGING:

Virtual Collaboration	40 %
Quality of Performance	40 %
Audience Impact	20 %
	100 %

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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.
• 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 Talamán
• Technical Committee	- Mark Lester Mateo and Leigh Anne Garcia
• Ads and Publicity Committee	- Seleena Dela Cruz and John Lexter Berdin
• Registration and Documentation	- John Michael Marquez and Edna Moana
5. Preparation and actualization

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Program Flow

**JMS MARKEST 2021
(OBRA MARKETISTA - Awarding)
February 15, 2021
Monday, 02:00pm to 05:00pm
Facebook Private Group Page**

AVPs & TVCs	01:30pm – 02:00pm
Doxology and National Anthem	02:00pm – 02:05pm
Introduction of Host	02:05pm – 02:07pm
Acknowledge Sponsors	02:07pm – 02:10pm
Acknowledge Participants and Visitors	02:10pm – 02:15pm
Opening Remarks (Prof. Edgardo S. Delmo)	02:15pm – 02:20pm
Inspirational Message from VP Gatan	02:20pm – 02:25pm
JMS Through the Years	02:25pm – 02:28pm
Presentation for Poster-making entries	02:28pm – 02:31pm
Presentation for Cosplay entries	02:31pm – 02:34pm
Presentation for Digital Painting entries	02:34pm – 02:37pm
Presentation for Photography entries	02:37pm – 02:40pm
Guest Performer (Jayson Palmares)	02:40pm – 02:45pm
Presentation for Tiktok Contest entries	02:45pm – 03:00pm
Acknowledge Sponsors	03:00pm – 03:05pm
Guest Performer (Urban Anatomy)	03:05pm – 03:08pm
Virtual BOTB Entry # 1 PUPQC BSBA MM 3-2	03:08pm – 03:13pm
Virtual BOTB Entry # 2 PUP SRC	03:13pm – 03:18pm
Virtual BOTB Entry # 3 PUPQC BSBA MM 3-1	03:18pm – 03:23pm
Virtual BOTB Entry # 4 PUPQC COMMITS	03:23pm – 03:28pm
Guest Performer (Lend Mauris)	03:28pm – 03:36pm





Virtual BOTB Entry # 5
PUPQC BSBA MM 4-1

03:36pm – 03:41pm

Virtual BOTB Entry # 6
PUPQC BSBA MM 2-1

03:41pm – 03:46pm

Virtual BOTB Entry # 7
PUPQC BSBA MM 2-2

03:46pm – 03:51pm

Virtual BOTB Entry #8
PUPQC FBTO

03:51pm – 03:56pm

Acknowledge Sponsors

03:56pm – 03:59pm

Brand Promotion from Mr. Butch Adovas

03:59pm – 04:00pm

Guest Performer (The Juans)

04:00pm – 04:15pm

Awarding of Certificates to Judges

04:15pm – 04:20pm

Awarding of Poster-making Winners

04:20pm – 04:23pm

Awarding of Cosplay Winners

04:23pm – 04:26pm

Awarding for Digital Painting Finalist

04:26pm – 04:29pm

Awarding for Photography Finalist

04:29pm – 04:32pm

Awarding for Tiktok Contest Finalist

04:32pm – 04:35pm

Acknowledge Sponsors

04:35pm – 04:40pm

Awarding for Virtual Battle of the Band

04:40pm – 04:45pm

Closing Remarks (JMS President)

04:45pm – 04:50pm

PUP Hymn

04:50pm – 04:55pm

AVPs & TVCs

04:55pm – onwards

Ms. Julliane Kate Zapata and Mr. James Reginald Dipay
MASTERS OF CEREMONY