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NEWS



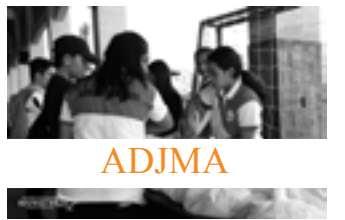
OPINION



ARTS



FEATURE



ADJMA



Coping Up with the Changes in Society, in Business, and in Economy

By Michele Alyson Barroga

A fiery end for this year's batch of AdjMA officers.

On March 9, 2019, the organizational activity planned before by the organizers came to life.

The activity was held at the Adamson University Theatre with more than 300 attendees. At the first phase of the organizational activity of the organization, a case competition analysis was conducted. It was powered by Manila Prince Hotel by Manila Hotel. Professor Fatima De Galicia-Lompot, Mr. Joseph Volfango, and

Ms Heizel Ann V. Lim were among judges who scrutinized the papers presented to them. Team Iskolar ng Bayan was proclaimed as the champion. Their one big idea revolved around a loyalty card system which entails perks and benefits for hotel goers. During the afternoon session, Dr. Daisy H. Estrada welcomed the students and partner schools to SMARKETING 2019: Diving into the Dynamic World of Business. The event was attended by top-notch speakers.

First, they introduced Ms. Liza Marie Lo-

renzo, a social media director at McCann Worldgroup Philippines. According to her, social media allows brand to be relevant. It gives businesses the opportunity to know where consumers are and it allow brands to be more human. Social media also make brands to be engaging, allowing reactions and interactions. She was followed by the Sales Development Head of Ayala Land Premier. Mr. Jose Enrico Libunao's expertise in delivering talks to big crowds shown during his time.

He conveyed a compel-

ling speech about how powerful a story can be. Based on him, the ability to convey a story is a great gift and each of us has that inside of us. We just have to believe, write down and categorize.

Adamson CAST was also present during the biggest event of the organization. They hyped up the crowd with their skills and talent in dancing. Mr. John Paolo Calona, the Category Manager of Zest-o Philippines, elaborated the position of market-

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Back-to-back win for Marketing

By Sayuri Ogasawara

Adamson Junior Marketing Association was represented by Joey Lasalita, Monica Pelipog, Charls Samonte, Dianne Ramadilla, and Ryle Lustine during the Ang Henyong Marketistas in Laguna. They entered into a case analysis competition and was proclaimed as the 1st Runner Up. The team was supervised by the Marketing and Management Professors headed by the Chairperson itself, Dr. Daisy H. Estrada. They were given a total of one week to prepare a feasible IMC Plan for Tralulu, PJMA's

official partner. "It was a bit challenging considering the time and budget constraints of the case. However with the help of the professors, we pulled through and came out as one of the winners." Ryle Lustina mentioned. "Ito yung first time namin sumali sa isang competition, and it was very challenging kasi sumabay din yung academics naming and org responsibilities." Dianne Ramadilla narrated during their interview in the department.

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One big change in the Marketing and Management Department

By Joey Lasalita

Following the implementation of K-12 program, Adamson University together with other colleges and universities in the Philippines, made several adjustments to meet the demand of upcoming freshmen students. Upon the installation of Dr. Daisy H. Estrada as the new chairperson of the Marketing and Management Department, she promised to not add up to the financial bur-

dens of the students. It is not a secret to many that being a marketing student at Adamson University is expensive. One of the noticeable changes in the department was the complete eradication of selling products from the University Store as the 50% grade of every marketing students. This was implemented to every Retail Management and Principles

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Vincentian values in Tondo, Manila

By Jennilee Luague



Adamson Junior Marketing Association and Junior Philippine Institute of Accountants - Adamson University conducted “Rising from the Ashes: Reliving the Compassion of St. Vincent De Paul Through Financial Literacy and Production Management.” Last September 22, 2018, the marketing organization from the University invited the same community from

San Pablo Apostol Parish — Newland as their partner community. The two recognized student organization offered seminar and workshop joined mostly by mothers from Tondo, Manila. Apparently, the same community were also in the process of recuperating with its losses. They were survivors of fire accident and they were honest about the fact that it took a big toll in their

lives. “Sobrang laki po ng nawala sa amin buhat ng nangyaring sunog, hindi po namin alam saan kami magsisimula.” A mother narrated to the speaker from De La Salle University. Ms. Cheryl Yu answered her question by quoting Mr. Chin-kee Tan, a wealth coach, who said “Kung saan nadapa, doon ka din bumangon.” The Certified Accounting Technician in Canada mentioned

that in order for them to rise from ashes, they need to remember several vital lessons. Number one lesson: “Don’t work for money, have money work for you.” She used employee satisfaction as an example for this lesson. Working as an employee in a company with the same tiring routine could easily exhaust a person. She emphasized that a person should evaluate itself. It is im-

portant to know what someone loves doing and surely, those reasons will fuel him to work doubly hard. She reiterated that an individual should not settle for a job which does not satisfy him or at the very least make him happy. She is a firm believer that a happy employee is always a productive employee. She advised them to know what their passion is and used it to their advantage to gain money. The atmosphere in the venue shifted to mellow when Ms. Cheryl Yu went to one of the participants and asked if she has a business. Marie, mother of two beautiful children, told the speaker that she used to have one but because of family and financial matter she had to give it up. The Lasallian quickly averted the topic to lighten up the mood. Marie and everyone sure went to the right seminar for the lesson number two was about BYOB or building your own business. She pointed out that in order for a start-up to be successful, it should be well-planned and the budget must circulate to grow.

Lesson number three: “It’s not how much you make but it’s how much you keep.” This is where an actual challenged was imposed to 100 parishioners of San Pablo Apostol. The Certified Bookkeeper in United Kingdom told them that before anything else, they need to identify their needs vs wants. “Learn and appreciate the value of saving.” — Lesson four, has an evident relationship with lesson five: Start a S.M.A.R.T goal. She ended her talk by leaving a message “Simula sa araw na ito, ako ay yayaman, ako ay aahon!” And the crowd said it out loud with their hearts full of determination. After several financial literacy talks, the event ended and the organizers claimed it to be a success. It was what the organisers envisioned to be. At the end of it all, they were assured that the platform given to them to stage an event pivotal to the growth and development of the community was of great help in assisting them to rise from the ashes.

ONE BIG CHANCE IN THE MARKETING DEPARTMENT / P1



of Marketing classes. The newly appointed chairperson on her first day at work quickly impresses the students by also fixing the application of subject of irregular students. Before, it was the usual headache

of non-block students. However, with the new administration, the five to one week working days were trimmed to one to two days. On the other hand, an unusual scene at the home of soaring falcons when

Advertising Exposition was not as grand as before. No sign of changes for the struggles of Product Development students as the subject continues to hit a big toll in the students and parents’ pocket. One of the most significant changes that transpired during Professor Estrada’s term was the ceased of OJT uniforms. Through the years, OJT uniforms were a big nuisance for students. A price of more than 2,500 pesos for one set is not justifiable considering a student is only required to submit requirements whenever there’s a class meeting. These and other significant changes are sure to happen under the administration of the new chairperson of the department.

COPING UP WITH THE CHANGES IN SOCIETY / P1

ing before, in the present, and in the future. “Marketing 1.0 is about offering good quality products to people and generate earnings. Marketing 2.0 is all about learning more about who you are selling products to and offer them a point of differentiation. He also added that sometimes in life we need to gamble and take a risk. For the Marketing 3.0 it doesn’t only aim to sell products in the best way possible but also make

the world a better place. For the Marketing 4.0 or known as the Marketing Today, it is all about Authenticity, Connectivity and Loyalty. In this world full of filters, you need to be authentic and you must gain the loyalty of your consumers.” Michele Alyson Barroga closed the event by thanking several people including the Dean and the Chairperson of the Marketing and Management Department for their love and support

BACK-TOBACK WIN FOR MARKETING / P1

The group went head-to-head against San Beda Junior Marketing Association and Cupang National High School. Although they came prepared, the group was still nervous few hours before they present their paper to more than 500 participants. “Good thing talaga na we were guided by Mr. Enrico Cardones during the whole competition journey.” Charls Samon-

te added. Mr. Cardones served as their public speaking adviser for that particular competition. Several months after Ang Henyong Marketistas, they group joined another competition at San Beda College in Alabang last October 26, 2018.. This time, Charls Samonte was replaced by Ian Kenneth Ocampo. The group was highly praised for their promo-

tional ideas. The competition was powered by Amore Hotel; it was a new hotel in the business district of Muntinlupa, Alabang. Pamanatasan ng Muntinlupa, Cupang National High School, and Polytechnic University of the Philippines – Manila were the participating groups.

Rekindled Faith to Jesus Through Mary

By Audrey Faye Banadera

Day 13th of October year 2018 marked the religious activity of Adamson Junior Marketing Association. Mea Culpa Mea Maxima Culpa was a timely event for Catholic faithful as they celebrate the month of the Holy Rosary.

The marketing organization poured their time and effort to showcase a powerful representation of the love of Mary for the world. Headed by Ms. Audrey Bañadera, Directress for Spiritual Development, AdjMA was able to educate the Adamson community by letting them know about Mary’s many titles and feasts through a one-day exhibit located at the ST Botanical Garden. Before opening it to the public, officers of the organization prayed the Holy Rosary. It was a beautiful surprise when people within the area joined them. Students and professors alike visited the display of images at the garden and they were given a prayer book and a rosary upon entering the area. The visitors did not mind being under the scorching heat of the sun. It was a wonderful sight seeing a lot of people



offer their prayers to the Blessed Virgin Mary. Ms. Eleanor Inocencio Aracid was the lone speaker for the event. She has her long list of experiences as a provider of spiritual education to inmates, couples, and students. She was not a neophyte in encountering people who seek answers about religion. She opened her talk by asking the participants whether they believe in Mary or not. She added that those who belong to different religious groups are also encourage to partake in the activity. She emphasized that as long as respect is the common denominator of people, different beliefs does not really matter. When asked whether the faithful’s worship Mary, a junior associate officer bravely told the speaker from the Ateneo de Manila University that Catholics do not worship the Queen of Heaven, instead they venerate her and simply honor her images. Mrs. Aracid explained the difference between devotion and worship. She used the situation of a student who works diligently as an analogy to bet-

ter simplify the subject. According to her, devotion is a sentimental expression of love and adoration that springs from heart and is expressed through concrete action. Worship, on the other hand, is an act of prayer, adoration, and reverence. That day filled the void in every mind of the participants about the real purpose of Mary. Ms. Elyn, who got her bachelor’s degree in UP Diliman interpreted that Mary is like an ordinary mother who is dearly loved by their sons. “Ang

mentioned that praying the rosary is like saying ‘I love you’ to another person. “You need to say it multiple times in order to make that person believed that you really love him or her.” She left a challenge to the marketing students -- to constantly pray the rosary. Mrs. Eleanor Aracid said that a person can always find a time to pray it. As a matter of fact, they can do that when they are waiting in line or even in traffic. It is just a matter of commitment. A eucharistic celebration

was held to formally close the religious event. One word sufficed the reasons behind the gathering of more than 100 participants coming from the program proper and the exhibit --- love. The love to serve others, love for their religion, love for their colleagues, love for Mary, and love for God. All of them could confidently say that they were able to achieve the main objective of the event -- to rekindle their relationship with God through Mary.

A University Wide Campaign Against Plastics

By Micah Joy Anonuevo



On January 26, 2019, the Adamson Junior Marketing Association together with the Physics Society of Adamson University administered an environmental activity labelled as AGENT ZERO: Reviving Environmental Consciousness. Partak-

ers from the Physics and Marketing Department gathered at the Physics Hall in Ozanam Building to witness the highlight event that blossomed when the organisations launched it last August 28, 2018, making it a University-wide campaign.

This campaign by the two recognized student organization is backed by the administrators of the University. Michele Alyson Barroga, President of AdjMA and Micah Joy Añonuevo, Directress for Environmental Programs of Adamson Junior Mar-

keting Association had a multitude of meetings with some administrators of the University, they discussed how to properly implement this campaign all throughout the University. In an interview with the President of AdjMA, Michele shared that “Masaya kami at na-approved siya nila Atty. Navallasca at ng iba pang administrators. Natuwa kami dahil may iisa kaming vision para mapanatili pa ang ganda ng Adamson.”

During the Welcome Week program hosted by the Adamson University Student Government, several student association also launched advocacies that mainly concerns the whole community of Adamson University. The

event which transpired at the Physics hall marked as the culminating activity of Agent Zero. It was participated by marketing and physics students. Ms. Fiona Faulkner, a graduate of Environmental Science in Ateneo de Manila University, and a proud volunteer of The Plastic Solution was the primary speaker who delivered key points on how to properly take care of the environment. She recognised that the Earth’s primary nemesis is plastic. According to her, it is a synthetic material made from a wide range of organic polymers such as polyethylene, PVC, nylon, etc., that can be molded into shape while soft and then set into a rigid or slightly elastic form. Based on her discussion,

Ms. Fiona did not fail to highlight the fact that most Filipinos came from a middle class family and so their last resort is to buy products in sachet. Sadly, the country has a wrong waste management system and this results to tragic calamities. One member from the convention asked: How are we supposed to stop using plastics?

If you can ride your bike to work or to school, do it. If you can refrain from drinking beverages that perpetuates plastic packaging, do it. You don’t have to own 29 pairs of shoes, you only have two feet. You are not just doing the environment a favor, you are also doing it for yourself.

Marketers as Digital Innovators

By Harmel Micah Flores



On November 17, 2018, another milestone has emerged at the OZ AVR as the marketing association unveiled its academic activity entitled CLICK: Transcending Digital Innovation and Converging Global Competitiveness. With more than 200 participants, each of them was sure to have their own take-aways about the green marketing, e-commerce, and mobile advertising. The event was formally opened by the organisation's president, Michele Alyson Barroga. She mentioned that in this digital age, people must learn how to cope up with the changes brought about by the continuous innovation in society and in economy. Individuals especially marketers should not limit themselves to ideas and practices of the past, they must divert their mindset to competing in an international scale with the hope of bringing impactful changes to their country. The topic mobile advertising was discussed by young entrepreneurs from Pundesal. The aforementioned infuses

both freshly baked pop cultural references and Filipino humor into daily doses of pumpasaya and punira ng araw through stickers, patches, and everything in between. Mr. Lance Florentino and Mr. Bernard Eseo shared how they became partners of the aforementioned brand. They started as workmates in an advertising agency and when Mr. Florentino wanted to have his own business, he pitched the idea to his now business-partner, Mr. Eseo. They asked the crowd if which is better — online or offline presence. Mr. Eseo pointed out that both presence is essential in a thriving business such as Pundesal. According to the both of them, online selling is inexpensive compared to offline. Their offline efforts include employing partner stores around BGC and Alabang. The comical duo ended their talk by reminding the participants that content is king. They should always pursue what they believed in no matter how stupid their ideas are. Mr. Florentino added that patience really is a virtue. Pundesal start-

ed small. They eventually reaped the fruits of their labor because they believed that that Pundesal has the potential to transform into something they have always expected it to be.

Ms. Celine Murrillo, is an environmental advocate focused on green marketing. The key message in her talk could be summarised in five points. First, understand the demand. She shared that the reason behind her environmental efforts was because of the fact that the Philippines is top 3 ocean pollutant. It pains her to even think that future generations may not be able to see the beauty of the world one day if irresponsible actions that have direct impact to the nature will continue. Second is setting intentions. The young advocate said that her vision for Ecoheroes is to widen its reach in terms of audiences that could support zero waste lifestyle. Third is spreading the news or words about her campaign. She witnessed how powerful a single click in social media could do; it has an intangible way of changing lives. She encouraged

everyone present in the room that they can do something with their given mediums to spread awareness about upgrading to zero waste lifestyle. Fourth is making connections. In green marketing, it is vital to form a group who has the same genuine intention as yours. One cannot do the task alone. An advocacy cannot be carried out by a single person, it demands a collaborative effort. Last point is walking the talk. If a person claims to be an advocate of whatever advocacy, he/she must be consistent and honest to himself first. Do more than just selling. The energetic speaker left the crowd with a message: "You are your business 'greatest ambassador, you have to live out your intentions."

Ms. Erin Tagudin from the renowned e-commerce in Southeast Asia and Taiwan started her talk. The famous jingle from the business was a spark of energy. Ms. Tagudin was so delighted to see how successful the marketing strategy was. She used to moment to tell the future marketing professionals about choosing wisely the peo-

ple who will promote the their company's brand image. Anne Curtis and Jose Mari Chan, for instance, had two different market. It was important for Shopee to know that fact. She reiterated that e-commerce is a fast-paced business. The Public Relations Manager for example had to wake up at 6am and work up to 8pm. When she entered the business, she was well aware that she would have minimal time to leisure. She accepted it nonetheless because she trust the company's vision and mission and she also had dreams for herself. Based on the presented research during that afternoon, the current population of the Philippines is already at 106 million and 63% of that make up the internet users. With people using their phones for an average time of 4.2 hours, it is considered to be a big opportunity for e-commerce companies. The manager cited that one of the reasons why Filipinos are fond of shopping online is because of convenience. Another is online shopping has multiple payment options. She made her talk

short but she assured the audience that the world is a big bowl of opportunity and people should realise that in order to succeed in life. Several questions and clarifications were thrown at the speaker. One question that stood out was about customer satisfaction. Ms. Erin mentioned that she stayed in Shopee for years because she is content with how the business prioritise customer satisfaction over anything else. She ended her time on stage by borrowing a famous quote: "Be ashamed to die until you've scored some victory for humanity."

Ms. Harmel Flores, Directress for Academic Affairs ended the event by mentioning that CLICK was a product of innovation. According to her, it raised awareness on how marketing should adapt to the changes both in society and in technology. She expressed her gratitude for the marketing community for their support even though the seminar veered away from the usual topics in marketing.