

Republika ng Pilipinas
(Republic of the Philippines)
MINISTRI NG EDUKASYON AT KULTURA
(MINISTRY OF EDUCATION AND CULTURE)
Maynila

December 28, 1981

MEC M E M O R A N D U M
No. 235, s. 1981

2ND NATIONAL CONFERENCE ON MARKETING EDUCATION

To: Bureau Directors
Regional Directors
Heads of Private Schools, Colleges and Universities

1. The Philippine Association of Marketing Executives, Inc., in cooperation with the Philippine Association of Colleges and Schools of Business Institutions, Marketing Education and Development Foundation, Inc. and the Ministry of Education and Culture, will hold the 2nd National Conference on Marketing Education at the Holiday Inn, Manila, on January 15 and 16, 1982. This year's theme is: "Towards Integrated Marketing Education."
2. This conference will provide the forum:
 - a. for the academe and the industry to work together for the betterment of marketing and marketing education; and
 - b. to strengthen linkages that will support present and future activities of the associations.
3. Business institutions may send two participants: the head of school and the dean/chairman/head of the Department of Business/Commerce.
4. Registration fee of two hundred fifty pesos (P250) for PACSB members and three hundred pesos (P300) for non-members of PACSB will be collected from each participant to defray convention expenses, chargeable to local/school funds of each participating school.
5. The program of activities for the two-day conference and members of various committees are stated in the inclosure.
6. Immediate dissemination of this Memorandum is desired.

(SGD.) ONOFRE D. CORPUZ
Minister

Incls.: As stated

Reference: MEC Memorandum: No. 215, s. 1979

Allotment: 1-4--(D.O. 1-76)

To be indicated in the Perpetual Index under the following subjects:

CONFERENCE	OFFICIALS
Course of Study, COLLEGIATE	SOCIETY or ASSOCIATIONS
	UNIVERSITIES and COLLEGES

P R O G R A M M E

Friday, January 15, 1982

8:00 a.m. - Registration
10:30-12:00 noon - Opening Ceremonies:

Welcome Remarks VP Ramon R. Enriquez
VP for Education, PAME

Opening Remarks:
Introduction of the Guest
of Honor Dean Jose D. Baltazar
President, PACSB

Keynote Speech Hon. Manuel S. Alba
Minister, Budget and
Management Office

12:00- 2:30 p.m. - Luncheon and Plenary Session I
"The Marketing Environment:
A Look into the Future"..... Hon. Jesus T. Tanchanco
Administrator, National
Food Authority

2:30- 3:00 p.m. - Plenary Session II
"The Human Resource Require-
ments of the Industry and the
Marketing Education Program in
the Philippines: Status and
Proposal" Dir. Fryl Gil A. Buan
President, PAME and
Executive Director,
Center for Conference
Model Development (CCMD)

3:00- 3:30 p.m. - Break
3:30- 6:30 p.m. - Plenary Session I (cont'd.)
"Proposals from the Industry
and the Academe re Specific
Courses, Description, Mate-
rials, Methods, etc."

On Product Management/Pricing Mr. Ramon Y. Gonzalez
PAME
Dra. Felicitas Evangelista
University of the Philippin

On Sales and Distribution Mr. Jerry Quivilan
CITE
Prof. Jay de Guzman
University of the East

On Promotions (Advertising, etc.) Mr. Quintin Pastrana
AIPA
Prof. Teddy Jurado
De La Salle University

- On Research Miss Rosario A. Henares
MORES
Asst. Dean Lourdes Tanjoaquio
Jose Rizal College
- On Purchasing Mr. Rustico Belmonte
PAP
Prof Leopoldo Estrella
San Sebastian College/
Rizal Technological College
- On Marketing in Special Fields Mr. Charles Lim
HSMA
Dean Linda B. Gil
St. Scholastica's College

Saturday, January 16, 1982

- 9:00-10:00 a.m. - Film Showing CLEO Awards
- 10:00-11:00 a.m. - Plenary Session III
"Educational Directions and
Strategies for the Future" .. Hon. Abraham I. Felipe
Deputy Minister of Educa-
tion and Culture and
President, FAPE
- 11:00- 1:00 p.m. - Workshops On Sales and Distribution
(Luncheon will be served at On Promotions
workshop rooms) (Advertising, etc.)
On Research
- 1:00- 3:00 p.m. - Workshops (cont'd.) On Product Management/
Pricing
On Purchasing
On Marketing in Special
Fields
- 3:00- 4:30 p.m. - Meeting of Resolutions Committee
- Socials Courtesy of the Organizing
(Film Showing) Committee.
- Raffle
- 4:30- 6:00 p.m. - Plenary Session IV
"Workshop Reports and Resolutions"

Closing Ceremonies:

Presentation of Resolutions to the Ministry of
Education and Culture and the Ministry of Trade
and Industry

Address Mr. Vicente C. Dinglasan
General Marketing Manager, Phil-
ippine Refining Company, Inc.

Closing Remarks Dir. Antonio G. Dumlac
Bureau of Higher Education, Min-
istry of Education and Culture

RESOURCE PERSONS
(For Plenary Session II and the Workshops)

Dir. Eryl Gil A. Buan
President, MEDF and PAME

Dir. Antonio G. Dumlao
Ministry of Education and Culture

Dean Jose D. Baltazar
President, PACSB

Asst. Dir. Concesa Milan-Baduel
Ministry of Education and Culture

Mr. Edgardo C. de Castro
President, SMEI

Mr. Louie J. Morales
Chairman, PBA

Ms. Lourdes M. Fajardo
President, PANA

Mr. Rustico Belmonte
President, PAP

Mr. Ofricano Canlas
Chairman, HSMA

Miss Rosario A. Henares
President, MOPEB

Mr. Quintin Pastrana
Chairman, AIDA

Mr. Emil G. Misa
President, AAAA

Dean Mercedes M. Leuterio
PACSB and MEDF

Assoc. Dean Leonida Africa
PACSB

CONFERENCE CHAIRMEN

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Pres. Jose D. Baltazar, PACSB

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