



After two years of hiatus, The Agora Youth Awards (AYA) is back... with a different format, yet with the same objective- to the youth's marketing prowess towards being the next marketing leaders of their generation.

The Agora Youth Awards is the most coveted marketing excellence recognition for the best of the best marketing students every academic year. In SY 2019-2020, on its 28th year, AYA gets a facelift- extending its reach to both secondary and tertiary degree students with marketing background; and focusing to real-life business cases, which should be turned around and resolved by applicable marketing concepts and practices.

The Agora Youth Awards puts the spotlight on OUTSTANDING MARKETING STUDENTS from high school and college. With the Agora Youth Awards, the future Marketers of the country shine as their past academic and marketing related achievements are recognized, together with their ability to apply knowledge and theory to actual business cases.

SCHEDULE OF ACTIVITIES

January 10	:	Start of Submission of Application	:	PMA Office
January 17	:	Release of Cases	:	PMA Website
January 24	:	Deadline on Submission of Application	:	PMA Office
February 7	:	Deadline on the Submission of Entries	:	PMA Office
February 8 and 9	:	Pre- Screening	:	PMA Office
February 10 to 14	:	Screening	:	PMA Office
February 18	:	Announcement of Qualifiers	:	PMA Website
February 28	:	Simultaneous Final Judging	:	Winford Hotel
February 29	:	Awards Night	:	Winford Hotel

MECHANICS

Student Qualifications:

The competition is open to all bona fide senior high school students and college students taking Business Administration, Communication Arts, Marketing, and Advertising (or other related courses/ programs) from different Schools, Colleges and Universities nationwide.

Individual Category	Group Category
1. Must be a bona fide student of the school, enrolled in a Marketing course including ABM track in secondary schools.	1. Must be bona fide students of the school, enrolled in a marketing or business course
2. Must have a minimum grade of 85% , Satisfactory or its equivalent in all his/her Marketing subjects in the previous semester or year.	2. Must be a team composed of five main (5) students and two (2) student substitutes/ alternates, who are officers or members of Junior Marketing Association or its equivalent student organization
3. Must have certified good moral and academic standing record	4. Members must have a minimum grade of 85%, Satisfactory or its equivalent in all of their Marketing subjects in the previous semester.
	3. Must have certified good moral and academic standing record



General Guidelines:

1. AYA is divided into four major activities:
 - a. Pre- Screening: screening of completeness of submission
 - b. Screening: shortlisting of top 10 qualifiers in each category
 - c. Final Judging: selection of valedictorians and marketing school of the year
 - d. Awarding: conferring of the awards
2. Screening and Judging activities governed by a panel of judges:
 - a. Pre- Screening: Agora Youth Awards Committee
 - b. Screening: Select Certified Professional Marketers, Marketing Educators and Asia
 - c. Final Judging: Representative of Case Sponsors and Marketing Practitioners
3. Each school has to submit an application form for each category, duly signed by the dean or its equivalent with pertinent attachments (report card, certificate of good moral character)
4. Each school is provided with a unique alphanumeric school code (for former AYA participants). Schools that did not receive their unique code may request through PMA landline.
 - a. Individual (College) Category : ABCD2019- IND01,02, 03, etc.
 - b. Individual (SHS) Category : ABCD2019- SHS01, 02, 03, etc.
 - c. Group Category : ABCD2019- GRP01, 02, 03, etc.
5. No submitted entry is allowed to be changed during final judging

Submission Guidelines:

1. All participating schools shall submit application forms respective to each category to be recognized as official entries.
2. Marketing Plan Hardcopy must follow:
 - a. Paper Size : Letter (8.5" x 11")
 - b. Margins : Normal (1" all sides)
 - c. Spacing : 1.5 Spacing
 - d. Font Style : Arial
 - e. Font Size : 10
 - f. Referencing : APA Style
 - g. Format : MS Word or its equivalent;
 - h. Structure : Depending on what is asked by the case
 - i. Pagination : Maximum of 50 leaves, including supplementary pages; Lower Right Corner
 - j. Sets : 6 Sets
 - k. Back- up Copy : Saved in Flash Drive
3. Presentation Material must follow:
 - a. Format : MS Powerpoint or its equivalent;
 - b. Structure : Depending on what is asked by the case
 - c. File : Saved in Flash Drive
4. Each entry must be submitted in green expandable envelope (Maximum of 2 attached envelopes) with posted label/checklist on the lower right corner of the envelope:

ENTRY CODE: ABCD2019- IND01

- Application Form
- Supporting Documents
- 6 Sets of Entries
- Presentation Material
- USB with Back-up files



5. Entries must be submitted at the Philippine Marketing Association Office- Suite 1006-A, 10/F West Tower, Philippine Stock Exchange Center, Exchange Road Ortigas Center, Pasig City

Criteria for Judging:

During Screening stage, only the marketing plan will be judged following the criteria same as during the final judging:

1. Screening Criteria:

- a. Formulation (20%)- Identified the issue and translate probable solutions from objectives for an identified target customer.
- b. Execution (60%)- Presented an analytical and creative proposal that is implementable.
- c. Control (20%)- Identified how to measure performance

2. Final Judging Criteria:

Marketing Plan (50%)

- a. Formulation (20%)- Identified the issue and translate probable solutions from objectives for an identified target customer.
- b. Execution (60%)- Presented an analytical and creative proposal that is implementable.
- c. Control (20%)- Identified how to measure performance

Presentation (50%)

- a. Matter (50%)– Overall content and substance of the presentation as distinct from its form.
- b. Manner (25%) – Overall style and way in which the presentation is done
- c. Method (25%)- Overall organization and orderliness of the presentation

Awards:

Individual Category	Group Category
1. Top 10 Individual Collegiate Category	1. Top 10 Student Marketing Organization
2. Top 10 Individual SHS Category	2. Marketing School of the Year
3. Batch Valedictorian for Individual Collegiate Category	
4. Batch Valedictorian for Individual SHS Category	



**Agora Youth Awards 2019-2020
APPLICATION FORM
COLLEGIATE – INDIVIDUAL CATEGORY**

SCHOOL CODE: _____

No.	Student	Code	Mobile No.	Email Address	Requirements Checklist		
					Grade Certificate	Good Moral Certificate	Entry
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

**Use back page if needed*

Waiver:

That, it is fully understood that all marketing research or marketing plan, including any creative made to support and execute the marketing plan or research submitted to PMA automatically becomes the property of PMA and its case sponsor/s.

That, I am fully aware that PMA and the sponsor of the case have all the rights and privileges to use the material in any way they want to, anytime and anywhere.

That, having submitted my marketing plan / research, I have waived all and any of my rights to all the materials I have created and attached to it as a rule of the annual search.

Confidentiality:

This agreement is to acknowledge that in the course of our participation in the Agora Youth Awards, we will obtain information about a company which will be the subject of the marketing case.

It is also acknowledged that the information to be furnished in the case is in all aspects confidential in nature, other than information that is published in the public domain.

We agree not to disclose any of the information I/we would accumulate in the process of developing the marketing plan. I/we further agree not to use any of the information obtained herein outside of the scope of the Agora Youth Awards competition, nor for purposes that may be detrimental to the company.

Certification:

I hereby certify that the above statements are true and correct to the best of my knowledge. I understand that a false statement may disqualify our entry/ies for judging and winning the Agora Youth Awards.

Signature over Printed Name and Designation

Date



**Agora Youth Awards 2019-2020
APPLICATION FORM
SENIOR HIGH SCHOOL – INDIVIDUAL CATEGORY**

SCHOOL CODE: _____

No.	Student	Code	Mobile No.	Email Address	Requirements Checklist		
					Grade Certificate	Good Moral Certificate	Entry
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

**Use back page if needed*

Waiver:

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Signature over Printed Name and Designation

Date



**Agora Youth Awards 2019-2020
APPLICATION FORM
COLLEGIATE – GROUP/STUDENT MARKETING ASSOCIATION CATEGORY**

SCHOOL CODE: _____

No.	Student	Position	Mobile No.	Email Address	Requirements Checklist		
					Grade Certificate	Good Moral Certificate	Entry
1							
2							
3							
4							
5							
6							
7							

Waiver:

That, it is fully understood that all marketing research or marketing plan, including any creative made to support and execute the marketing plan or research submitted to PMA automatically becomes the property of PMA and its case sponsor/s.

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Date