



JUNIOR MARKETING ASSOCIATION OF THAILAND (Smart J-MAT)

Program Details

Junior Marketing Association of Thailand (Smart J-MAT) is selecting university students as 32th J-MAT committee. Eligible students must be currently studying in their third or fourth year, selecting marketing as a major or minor degree, and aiming to further their marketing academics and experiences. The selected students will represent their universities in Smart J-MAT throughout years 2016-2017.

Statement Of Purpose

As a nonprofit organization, Marketing Association of Thailand (MAT) is determined to build and increase marketers' competencies in every marketing aspect. MAT aims to enhance marketers' abilities starting from university level. University students are the foundation of the association and founded J-MAT in 1985. J-MAT selects students from all universities in Thailand to become a one-year term student committee. Smart J-MAT team plays a major role in organizing and managing the following four projects including Road To Marketing Seminar, J-MAT Award (HRH Princess Sirindhorn's Trophy), Marketing Trainee, and J-MAT Next Gen. These projects allow the students to gain actual work experience. Students will also gain friendship from students from other universities, the club's alumni, and leading marketers. The Marketing Association of Thailand also organizes special courses and invites alumni who are marketers and branding specialists to be the club's consultants.

Objective

1. To build and increase professional skills for university students in aspects of project management and problem solving skills.
2. To be a platform for university students in sharing and exchanging ideas in order to develop their thinking skills.
3. To expand connections of marketers from junior to leadership level.
4. To equip university students with knowledge and actual work experience as a means to pave university students' ways to become distinguished marketers.
5. To prepare and strengthen the university students' confidence before stepping into professional world.

Target Group

University students who are currently studying in third or fourth year and study in Business Administration, Communication Arts or Journalism, Economics, and related fields as their major or minor subjects.

Operations

1. Students must submit their application to the Marketing Association of Thailand

Methods of sending applications

Channels submitting application

1.1 Postal : Marketing Association Of Thailand 1168/21 Lumpini Tower, 14th floor, Rama IV road, Tung Mahamek Subdistrict, Sathorn District, Bangkok, 10120, Tel: 02-679-7360-3 OR,

1.2 E-mail : jmat31.pr@gmail.com (please bring the actual application to the interview day)

2. University students must pass the interview session organized on 10th September at Marketing Association of Thailand.
3. University students must participate in all mandatory requirement projects:
 - 3.1 J-MAT Sharing Together (Training for J-MAT team).
 - 3.2 Road to Marketing Seminar (Organize marketing seminar).
 - 3.3 J-MAT Award Marketing Plan Competition which awards HRH Princess Sirindhorn Trophy (Become co-organizer with the event marketing team).
 - 3.4 Marketing Trainee (Organize special marketing training courses alongside Marketing Association of Thailand for fourth year university student).
 - 3.5 J-MAT Next Gen (Become PR and recruit university student who are currently studying third and fourth year to continue the activity).
4. University students are required to attend meetings at least **twice a month** at Marketing Association Of Thailand.

Expectations

1. Participants are able to be prepared, gain confidence and experience before entering professional world, and become a valuable marketer for the marketing industry.
2. Participants gain relationships and connections from junior level to leadership level.
3. Participants are able to propose and organize knowledgeable and beneficial activities for other university students in the national level using university students' ability and creativity.
4. Participants' leadership skill will be magnified along with sense of responsibility, willingness to sacrifice, selflessness, and time management, which are vital to become an excellent leader.

Duration of Project

1st August 2016 to 1st August 2017

Application Period

- In person at Marketing Association of Thailand within 26th August 2016 before 12:00 PM
- Via email within 26th August 2016 before 6:00 PM
- Via postal service within 26th August 2016 (based on the stamped date)

Notes

The application submission period is extended to September 2nd 2016.

Interview Date & Venue

10 September 2016 at Marketing association of Thailand, Lumpini Tower, 14th Floor, Rama 4 Road

Notes

The Interviewing session time will be announced through J-MAT Facebook Page and www.marketingthai.or.th

Final Selection Announcement

Selected candidates will be announced through J-MAT Facebook Page and www.marketingthai.or.th on 16th September 2016.

Orientation Date & Venue

24th September 2016 at Conference Room, 11th Floor Lumpini Tower, Rama 4 Road

Project Coordinator: Ms.Chanphen, Tel. 02-679-7360-3,

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Further Information on J-MAT: www.facebook.com/smartjmat or www.marketingthai.or.th
