

An opportunity to develop the skills of the students, "Marketing in Action" a collective meeting place

Una oportunidad para desarrollar las competencias de los Estudiantes, "Marketing in Action" un lugar de encuentro colectivo

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Abstract

Goals. Demonstrate the impact and benefit caused by the Mkt in Action institutional event, which is organized by the Business Development career, and which seeks the active participation of the student body. Involve the participation of students to demonstrate the strengths and areas of opportunity through the participation of expert speakers in the area, including the participation of alumn. Promote public relations of the student body of the business career with the business group of the region. Methodology. A quantitative approach to data collection and statistical analysis is used. Descriptive approach. Greater student participation is sought as an audience and as organizers; as well as demonstrate the result of public relations that generate the involvement of the business sector towards the event. Quantitative approach. Population of the Business Development Educational Program of 331 people; with a sample of 116 participants. Investigation. What is the impact and benefits generated by the Mkt in Action for the development of the students of the Educational Program? Contribution. Students carry out activities related to logistics, administration, design, audiovisual production, management of social networks and management of sponsors in order to generate strategic synergy with local companies.

Development, Analyze, Skills

Resumen

Objetivos. Demostrar el impacto y beneficio que provoca el evento institucional Mkt in Action, el cual es organizado por la carrera de Desarrollo de Negocios, y que busca la participación del estudiantado. Involucrar a los alumnos con el fin de demostrar las fortalezas y áreas de oportunidad, mediante el apoyo de conferencistas expertos en el área, incluyendo la participación de exalumnos. Fomentar las relaciones públicas del estudiantado de la carrera de negocios con el grupo empresarial de la región. Metodología. Se utiliza un enfoque cuantitativo de recolección de datos y análisis estadístico. Enfoque descriptivo. Se busca mayor participación de los estudiantes como audiencia y como organizadores; así como demostrar el resultado de las relaciones públicas que generan el involucramiento del sector empresarial hacia el evento. Enfoque cuantitativo. Población del Programa Educativo Desarrollo de Negocios de 331 personas; con una muestra de 116 participantes (Malhorta, 2008). Investigación. ¿Cuál es el impacto y beneficios que genera el Mkt in Action para el desarrollo de los estudiantes del Programa Educativo? Contribución. Los alumnos llevan a cabo actividades de logística, administración, diseño, producción audiovisual, manejo de redes sociales y gestión de patrocinadores a fin de generar una sinergia estratégica con las empresas locales.

Desarrollo, Análisis, Competencias

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Introduction

Mkt in Action is an academic activity, and consists of holding an event annually made up of a cycle of conferences organized by and for the students of the Educational Program for Business Development, Marketing area of the Cadereyta Technological University, which aims to reinforce knowledge, and achieve skills and competencies in the field of training.

The series of lectures allows the student's vision to open up to a real scenario, and this has to do with the space they need to put the knowledge and skills they develop throughout their academic career to the test.

An added value is the testing of the synergy that must exist between the business group and the students of the Cadereyta Technological University.

The link between the student and the business group is based on getting the participation of the latter as a sponsor, and in return the student must assume his role as a disseminator of the brands (Barquero, 2005), and also manage the resources obtained from said sponsorship.

Among the activities for the development of the student are the management of social networks, financial management and control, and the planning, organization and development of the MKT in Action event (David, 2017).

As a hypothesis, it is proposed that the MKT in Action space is a trigger that causes a reaction to develop knowledge and skills on the part of the Business Development student (Sampieri, 2008).

The sections that make up this article are presented in the following order, first, to carry out the Mkt in action, a work plan is prepared that begins with the analysis of trends (Pantone, 2022) and tastes in the market in order to identify topics of interest to the participating community. Subsequently, the activities that correspond to the students of the fourth, ninth and eleventh quarters are assigned, who are in charge of direct participation as organizers of said event.

Secondly, a program is carried out that must be followed, where the participation of the speakers is reflected, as well as the interaction spaces of the audience.

And finally, an output analysis of the tools used to obtain information is carried out and thus determine the levels of study.

Development of Sections and Sections of the Article with subsequent numbering

Workplan

The work plan that is prepared to carry out the MKT in Action starts 7 months prior to the date established for the event. During the beginning of said plan, factors that are determinant for the positive result of the activity are taken into consideration, such as identifying trends in topics of interest both for the student, as well as for the participating audience.

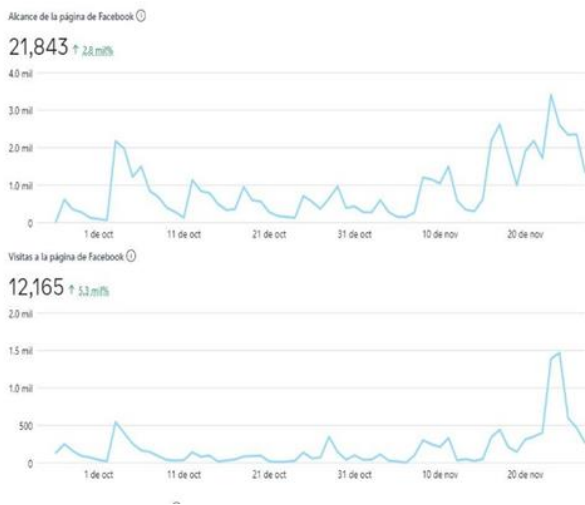
The distribution of activities plays an important role for the development of the student, since there will be involved the strengthening of their skills and knowledge regarding the competencies that are promoted within the educational program, for this it is always taken into account that what is required the student to be consistent with the knowledge he has acquired since the beginning of the career; for example: the management of resources, public relations, the creation, production and edition of the content for the event, contact with the speakers, as well as the logistics of the event. In order to obtain the resources, it is necessary to manage to obtain sponsorships, since for the event expenses are incurred for its development, such as payment of speakers, rental furniture, and various supplies. Within the sponsorship management activity, the student offers packages with benefits to the company, which range from interviews, publication on social networks, design of electronic advertising (Kotler, 2021), creation or improvement of logos; all to the extent of the amount contributed by the sponsor.

Development of the Event (registration of participation)

The event starts at 8:30 am. with the presentation and opening of the first speaker who opens the conferences at 9:00 am. In order to control audience participation, they register in a logbook as they arrive at the conferences. (participation record attached).

Analysis of the obtained results

Once the management stage of the entire event has been completed, the analysis of the results that have been generated is carried out, which in comparison in the 2020 and 2022 edition, the following is presented: greater participation of businessmen, greater number of speakers, greater audience participation, increase in reach and participation in social networks, and most importantly, the application of skills by the student body.



Graphic 1 Results of Reach and Visits in Social Networks
Source: Facebook, Marketing in Action



Figure 1 Mkt in Action Logo
Source: Own image without attribution required.

Comparison of participating sponsors				
Total number of sponsors MKT in Action 2020	Number of sponsors maintaining their participation from 2020 to 2022	Number of new sponsors MKT in Action 2022	Total number of sponsors MKT in Action 2022	Percentage of increase in MKT in Action 2020 to 2022 sponsorship
19	9	38	47	100%

Table 1 Comparison of MKT in Action sponsors 2020 to 2022
Source: Own Elaboration Business Development Marketing area

Comparison of student attendance and participation		
	2020	2022
Total student enrollment during MKT in action.	372	331
Number of students attending and participate in the MKT in action.	67	116
Percentage of participation in MKT in action.	18%	35%

Table 2 Comparison of student attendance and participation in MKT in Action 2020 and 2022
Source: Cadereyta Technological University, Business Development Marketing area

Methodology to develop

Using the quantitative approach (La Fuente, 2008), through the survey tool, data was collected both from the participating students, with a population of 331 people from the Business Development Educational Program; with a sample of 116 participants; as well as of each one of the sponsors, in the case of the students, the data collected were, name, address and telephone number; and in the case of sponsors, the data to be collected were, name of the sponsor, amount to contribute either in cash or in kind, and the list of benefits that corresponds to receive from the Mkt in action team.

Descriptive approach

Greater student participation is sought as an audience and as organizers; as well as demonstrating the result of the important involvement and public relations generated by the involvement of the business sector towards the event (Malhorta, 2008).

It is worth mentioning that the participation of the business sector as a sponsor will also help to put into context what will be the starting point to be measured; the achievements and results that students must develop are taken into account according to the magnitude of the scope that the activity must have.

Results

Workplan

The distribution of activities within the work plan in the participation of the MKT in action, is done waiting for an active reaction from the student, for this an analysis is made of the skills that they have and that they can reinforce in order to meet the competence academic.

It can be seen, how the student is able to carry out the management of the event, since it involves various activities within it, such as scheduling and organizing the participation of the speakers, carrying out invitation activities for the audience, managing social networks (Clown, 2010), and of course the public relations that are reflected in the number of sponsors that get involved in the event. To all this, it can be said that from 2020 to 2022 good results were obtained, such as the increase in the number of reaches and visualizations on social networks (Kotler, 2021), as well as the participation of sponsorship that from 2020 to 2022 was of a 100%. These results are very important to be taken into account as a starting point and indicators that should continue to increase.

Development of the event (registration of participation)

For the development of the event, during that day information is retrieved through a register of the attendees, with said information it can be verified that the audience increases; It is important to clarify that this value does not depend entirely on the student's own activities, since the amount enrolled up to that moment in the Business Development career must also be considered, who are involved as part of the audience. It should be clarified that this record presents an area of opportunity, where through an exit survey, discover, for example, what topics during the conferences were of interest to the audience.

Analysis of the results

The team of teachers that determines that this activity should be carried out annually each cycle from September to December, does so taking into account that the advances in value of knowledge that it contributes are significant, therefore; each year it is expected that areas of opportunity will arise, which will allow a work plan to be made with new demands and that, in turn, will mark an improvement in the results of the student's performance, since in the end, that is the objective for which this activity is taking place.

Gratitude

We thank the Cadereyta Technological University for providing its facilities to carry out the coordination and management of this activity.

Financing

The research does not properly require any type of financing, since the information that emerges from the result of the activities that the students carry out according to the Academic Program.

The assignment of activities of each teacher is within their academic load, therefore,

This research project does not require any funding.

Conclusions

In conclusion, we can comment that during the search for strategies and ways to continue offering the student all the opportunities to demonstrate how they are growing in their performance and academic skills, the event whose name as an activity is "MKT in action", since an important result has been obtained from this, since it has shown a great evolution from its 2020 edition to the last one, which was in 2022.

When talking about evolution, reference is made to the fact that it has been possible to demonstrate that it has had a great result in student participation and, above all, their interest in participating, in addition; that it was possible to see that the student audience is increasing and with this it shows that their knowledge is reinforced.

Also, it is observed that in the question of participation of the sponsors it was on the rise, this was due to the fact that the students are improving in their work of seeking public relations, so, as an academic competition, a good result can also be seen in their performance and knowledge acquired.

Within all this analysis that was carried out, it can be said that despite the fact that the students in charge of managing the event are offering good results, there are still areas of opportunity that must be improved as more editions are made; For example, you can look for the possibility that the event is open to the entire community of the Technological Universities in the Business Development area, and in turn be a model for the other Technological Universities to emulate it to carry it out in their own facilities.

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