

**Community Extension Services**  
**Graduate School**  
**MBA Students at Barangay Lower Bicutan**  
**October 11, 2024 / 2:00 pm**

---

  
**TAGUIG CITY UNIVERSITY**  
**COLLEGE OF BUSINESS MANAGEMENT**  
in Collaboration with Master in Business Administration

**COMMUNITY EXTENSION PROGRAM**

*Creating Opportunities for Sustainable Income Growth*

**Objectives:**

- To improve participants existing skill sets to enhance productivity and competitiveness in the labor market.
- Enhance knowledge of marketing, product development and customer relations to boost business performance.

**1:00 PM- 5:00 PM**    **11 OCT. 2024 FRIDAY**    **BRCY. LOWER BICUTAN**  
#1 C6 Road, Purok 5, Lower Bicutan, Taguig City

**TCU MISSION**  
To nurture a vibrant culture of academic wellness responsive to the challenges of technology and global community.

**TCU VISION**  
An eminent center of excellent higher education for societal advancement.

**TCU PHILOSOPHY**  
Social transformation for a caring community and an ecologically balanced country.

**PROGRAMME**

DOXOLOGY NATIONAL ANTHEM TCU HYMN	<b>AUDIO VISUAL PRESENTATION</b>
<b>OPENING REMARKS:</b>	<b>DR. CARLITO R. OSTRIA</b> Dean, College of Business Management
<b>INSPIRATIONAL MESSAGE:</b>	<b>HON. ROEL O. PACAYRA</b> Chairman, Brgy. Lower Bicutan
<b>SPECIAL MESSAGE:</b>	<b>DR. CHRISTY ANN O. ABESAMIS</b> President, CBM Faculty Association
<b>INTRODUCTION OF 1ST SPEAKER:</b>	<b>PROF. MADELINE N. ILAN</b> CBM Community Extension Coordinator
<b>LECTURE PROPER:</b>	<b>PROF. KIM O. FALLARCUNA</b> Entrepreneurial Management Professor Topic: Identifying Target Market and Building Brand Identity
<b>INTRODUCTION OF 2ND SPEAKER:</b>	<b>PROF. MADELINE N. ILAN</b> CBM Community Extension Coordinator
<b>LECTURE PROPER:</b>	<b>PROF. ANALYN M. SAJUL</b> CBM OIT Coordinator Topic: Marketing Strategy and Selling your Product
<b>OPEN FORUM:</b>	<b>MR. MARK VINCENT PONCE &amp; MS. KATE ARIAN BENLIRO</b> Masters of Ceremony
<b>AWARDING OF CERTIFICATE:</b>	<b>PROF. VERLITA V. MERCULLO</b> Office Administration Professor
<b>DISTRIBUTION OF START-UP KIT:</b>	<b>PROF. MAUREEN R. MONTUYA</b> CBM Community Extension Coordinator
<b>CLOSING REMARKS:</b>	<b>DR. ROBERTO G. DE CHAVEZ</b> Graduate School Community Extension Coordinator

**MR. MARK VINCENT PONCE & MS. KATE ARIAN BENLIRO**  
**MASTERS OF CEREMONY**









