



The Marketing Students Association (IDEM) at the [Tec's Mexico City campus](#) has collaborated with the [Michigan State University Marketing Association](#) (MSUMA) on its first **inter-university, international, and virtual event**.

*"When everyone said that we were at a disadvantage due to COVID, we decided to take a step forward and **look at the opportunities the virtual world** can provide.*

*"This is how the opportunity for international collaboration came about. MSUMA and IDEM had an initial meeting and **together we made this event possible**," explained Jordi Morán, IDEM vice president.*

The talk, given via Zoom to more than 60 students, looked at two business and marketing topics: **advertising and show business**.



## Businesses and COVID-19

The event included participation by [TERÁN TBWA](#), the most important **advertising agency** in the world, and [AEG PRESENTS](#), a company that produces and promotes international events.

The topic that sparked the most interest was **the evolution of these companies during the pandemic:**

*“What we expected to do over five years of evolution happened **in a year of dramatic change** during the pandemic. We’re implementing and changing at the same time,”* said Federico Kim, representative of TERÁN TBWA.

## Better connected?

The Marketing Students Association is looking to maintain its connection with MSUMA and, at the same time, **connect with other international universities.**

*“This is the beginning of **a connection between both institutions** that we’re developing on behalf of everyone.*

*“**The idea of creating this relationship between associations is to open a window into our communities so that everyone can see how the subject we love is practiced in different parts of the world,**” added Jordi Morán.*

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