



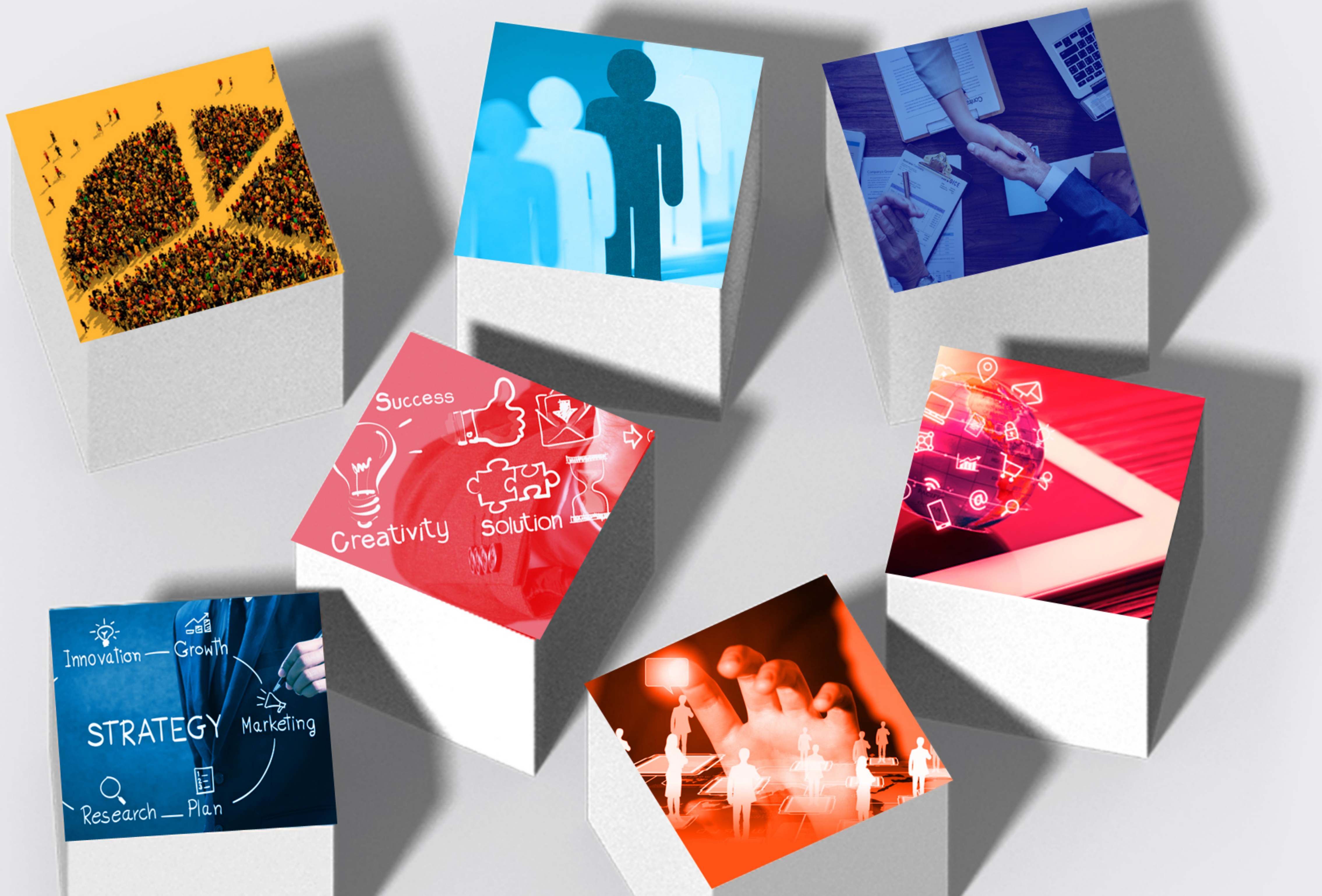
ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



CENTER FOR CONTINUING EDUCATION

24th MARKETING DIPLOMA PROGRAM INTEGRATING MODULE

June 19 to July 20, 2019



INTEGRATING MODULE

Creating doable tactical plans enhanced by digital marketing to realize your strategic marketing goals and objectives.

Brand Management

With competencies gained in this creativity-stimulating hands-on immersion in brand management, marketing professionals will attain the ultimate purpose of a marketer, to build a market defining brand. They will sharpen practice with proven brand and product building knowledge from experts in the field. Know practical tips on when to use single, multiple or cobranding product strategies. Integrate product development and brand strategy. Interactive and expertly coached exercises enable participants to develop a real feel for the aesthetic and functional aspects of product/brand building.

Services Marketing: Serve and Earn Undying Consumer Loyalty

Product brands easily fail due to commoditization as copy cats erode brand relevance. Outstanding service brand experiences are uniquely challenging to create especially when such experiences come with products as it is for food services etc. but likewise not easy to copy. Learn how to capitalize on a challenging but potentially lucrative service or product + service business by consistently delivering not only unique and efficient but wonderful and authentically gratifying consumer service experiences by knowing how to effectively lead people and manage work processes with the requisite service facilities.

Marketing Communications

Learn how to effectively create and communicate your brand position, value, and experience to build, and retain loyal customer base. Leverage various communication media and content strategies responsive to market conditions to maximize competitive advantage. Practice integrated marketing communications within and outside of the organization – so that you retain top of mind in today's fickle minded consumer markets. Learn how to make creative and experiential promotion strategies to effectively communicate tangible product or intangible service brand benefits.

Marketing Plan Presentation

Complete an evidence-based, actionable and impactful marketing plan through a synergy in delivery of your brand/product strategies and tactics.

WHO SHOULD ATTEND?

1. Marketing and sales professionals as well as entrepreneurs who want to have a better understanding of how to market products in a more accurate, insightful, creative, and systematic manner.
2. Middle management professionals preparing for general management positions.

RESOURCE PERSONS



MS. GOLD TANTOCO is the Founder of and Managing Consultant at Idea M Innovation, Design and Marketing Consultancy as well as the President of Prism Gallery. Ms. Tantoco has over 30 years of solid multi-brand and multi-country Marketing and General Management experience from various local and multinational companies.

She earned her Bachelor's and Master's degree from the University of the Philippines.



MS. ANAMARIA MERCADO has several years experience in the fields of business development and management, process improvement, and training & development. Her corporate life included 12 years in a multinational company where she started as a Marketing Analyst and later became a Group Manager for Sales and Marketing.

She is the Program Director for Service Excellence and Six Sigma Programs in the Ateneo Graduate School of Business-Center for Continuing Education.



MS. ELEANOR S. MODESTO is the Digital Strategy Advisor of Nurun, the global digital network of Publicis Worldwide. She conducts workshops on creativity, presentation skills, new business and marketing communications around the Asia Pacific Region. She is a regular resource person in advertising, brand building, and marketing for conferences, summits, workshops, seminars, and media interviews. Ms. Modesto has also been a speaker and facilitator at the Asia Pacific Media Forum held every two years in Bali, Indonesia.



MR. ALBERT ARAGON has 30 years combined experience in training, marketing, sales, customer service, brand activation, video production and events management. Currently, he is the General Manager of Chain Reaction where he conceptualized and produced trade marketing and consumer brand activation projects for companies such as: Smart Communications, Phoenix Petroleum, Chow King, Pilipinas Shell and Knorr. He also worked with Bank of the Philippine Islands (BPI) OFW Marketing Group to design learning programs based on OFW consumer research findings.

PROGRAM FEE

Php 43,200
(Early Eagle Rate)

Php 47,200
(Regular Rate)

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