



25TH MARKETING DIPLOMA PROGRAM

February 29 - July 11, 2020



25th Marketing Diploma Program

Learn to craft an effective “go to market plan” that goes beyond marketing (enabling your brands and products capture the optimal target market), extending to understanding your business organization and its environs, employing your organizations’ knowledge, management skills, other stakeholders’ support and financial resources to successfully implement a marketing / business plan leveraging your competitive advantage to deliver superior brands and products to a loyal and profitable customer base to sustain long term growth and shareholder value creation that achieves your vision, mission and growth objectives.



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.

Program Content

I. Introductory Module

This module will focus on formulating a compelling, consumer need based and market defining Brand / Product Positioning Strategy that is based on research evidence. Marketing strategy defines how and what aspects of the business model add value better than competition and therefore have the most influence on its customers. It targets viable market segments by evaluating accessibility, size and growth potential to optimally attain business objectives from money and time spent on marketing.

Introduction to Business Planning

Marketing efforts succeed only if supported by a viable business model. This is about how one organizes a business to take advantage of its overall business environment (suppliers, competitors, customers, economics) so it can obtain and employ resources (capital, labor and technology and materials etc.) in a sustainable and profitable manner to build and sell a unique and relevant brand product/service that is superior to that of the competition. The one-day Introduction to Business Planning seeks to assist the participants in defining their business by learning about the following key components of your business plan:

- Enterprise Description and Value Chain
- Product or Service Description - Industry Analysis
- Competition Analysis
- SWOT Analysis and Business Modeling.

Once finalized, this business plan will act as a springboard to launch the strategic marketing process via the two-day Segmentation, Targeting, Positioning (STP) module.

Marketing Research: Validate your Hunch, Sharpen your Intuition

Entrepreneurs often make business decisions a risky bet by relying on gut feel and experience alone. Learn how rational qualitative & quantitative research methods via primary and secondary data analysis of consumer shopping and usage behavior reduces error and reveals evidence-based product development and advertising insights to create and promote innovative brands and products that better satisfy and delight not only the obvious but latent consumer desires.

Segmenting, Targeting, Positioning: Creating Markets to your Best Advantage

Grab the pole position to take advantage of the most attractive marketing opportunities through sustainable and effective market segmentation, targeting, and positioning strategies. Create new markets where others see none! Apply your marketing research generated consumer insights with rational planning principles, to create unique, relevant and differentiated products. Know what works and what doesn't in real life marketing planning case discussions.

Marketing Strategy Formulation

A marketing strategy is based on research that focuses on identifying the means to monetize the most viable markets for your products and brand with consideration for your overall business objectives and environment (competitors, customers, market size and the potential for market growth). The marketing strategy will help determine what aspects of the business have the most influence on its customers and provide a marketing mix game plan that will win them over other competitors. It is a way for a business to maximize the results from money and time spent on marketing.

II. Intermediate Module

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

Product: Build Brands with Products that Perform Beyond Expectations

Understand how to carefully integrate innovative product development and brand management to ensure consumers love not only what your products do for them but how your brand affirms and connects to their identity to capture their enduring loyalty. Learn to create products (product development) that satisfy not just functional needs, but also the challenging dimension of experiential and symbolic needs.

Price: Offer Value or Prestige

Learn how to strategically position your product and company by selling products/brands at specific price points aligned to what consumers are willing to pay and their value perception to ensure purchase and consumption. Learn tactical price strategies that not only earn a quick profits but gain market share and gain strategic competitive advantage.

Place: Be Where it Matters

Effective management of the supply chain and distribution channel is essential to ensure client's easy access to your unique offerings. Learn how to deny competitors the chance to touch-base with their target markets. Leave them high and dry while you welcome consumers to your door. Learn how to reach the previously unreachable microconsumers through creative logistics management and digital marketing channels. Avoid stock-out situations that leave your back door open to competitors and escape the hazards of drowning in old inventory through supply chain and sales forecasting strategies.

Promotions: Entice a First Trial

Marketing strategy defines direction and substance, but tactical programs move you forward without which your marketing plan remains an unrealized dream. So, learn how to craft an optimal mix of tactical promotion programs, that quickly generates sales, gains market share and earns profits to attain strategic marketing objectives. Know what specific tactical programs to use (in-store, online, in & out of home sales promotions, public relations etc.

Digital Marketing: The 24/7 Consumer Engagement Enabler

Learn how to use digital media technology boost your sales promotions efforts and enable your brand to intimately engage consumers anywhere and anytime, leading them to be active and loyal users, advocating your brands and products to others.

Marketing Plan Formulation

This one-day module provides the framework, tools and techniques needed to develop appropriate marketing strategies and to formulate plans for effective execution. Students learn how to use a strategic marketing planning model that integrates the various elements of the marketing mix into a unified, coherent plan that enables effective execution. Individual Marketing Plans are prepared, reviewed and refined in preparation for final presentation and judging at the culmination of the diploma program.

III. Integrating Module

Deepen your learning by completing a competitive marketing plan supported by insightful understanding in Brand Management, Services Marketing and Marketing Communications.

Services Marketing: Serve and Earn Undying Consumer Loyalty

Product brands easily fail due to commoditization as copycats 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.

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.

Marketing Communications: Make Brands Come Alive for Consumers

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.

Program Director

MR. CLEMENTE B. COLAYCO, Ateneo Graduate School of Business-Center for Continuing Education (AGSB-CCE) Marketing Program Director, brings with him 30 years of experience as an international footwear marketer having worked with major Italian (Cebo Italia) and German (Far East Grohmann Footwear H.K.) shoe making and trading companies buying from Vietnam, Thailand and China exporting to Europe since 1987. He has managed product development, merchandising, production, and sales in all these business endeavors. He has a Regis MBA degree with honors from AGBS in 2000. He then taught International Marketing at AGBS from 2001 to 2003. He has a bachelor's degree in Business Economics from the University of the Philippines.



25th MDP: Introductory Module

February 29 - March 21, 2020

Early Eagle Rate: P32,400 | Regular Rate: P35,400

1. Introduction to Business Planning	February 29	Mike Lopez
2. Marketing Research	March 4, 5 & 7	Eleanor Modesto
3. Segmenting, Targeting, Positioning	March 11, 12 & 14	Gold Tantoco
4. Marketing Strategy Formulation	March 21	Mike Lopez

25th MDP: Intermediate Module

April 1 - May 9, 2020

Early Eagle Rate: P37,800 | Regular Rate: P41,300

1. Product & Price	April 1, 2 & 4	Titoy Colayco
2. Place & Promotion	April 15, 16 & 18	Mike Lopez
3. Digital Marketing	April 22, 23, 25, 29 & 30	Albert Aragon
4. Marketing Plan Formulation	May 9	Gold Tantoco

25th MDP: Integrating Module

May 13 - July 11, 2020

Early Eagle Rate: P43,200 | Regular Rate: P47,200

1. Services Marketing	May 13 - 14	Bim Mercado
2. Brand Management	May 20, 21 & 23	Gold Tantoco
3. Marketing Communications	May 27, 28 & 30	Eleanor Modesto
4. Marketing Plan Presentation	July 11	Gold Tantoco





Register NOW!



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PROGRAM FEE

Php 94,000
(Early Eagle Rate until Feb. 15)

Php 99,000
(Regular Rate)

Experience
EXCELLENCE



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