



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



CENTER FOR CONTINUING EDUCATION



Marketing Management **DIPLOMA PROGRAM**

# 26<sup>th</sup> Marketing Diploma Program

**November 10, 2021 - April 27, 2022**

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)





The background of the slide is a photograph of a university hallway. Two young women are walking towards the camera, smiling and talking. They are carrying books and bags. In the background, another student is visible, and a clock is mounted on the wall. The hallway has a polished floor and brick walls on one side.

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# ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.





# 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.

## OBJECTIVES

Successful completion of this program enables the participant to:



Learn to do marketing research to identify the unmet consumer needs of priority target market segments that will drive growth and profits & for which competitive products & services can be designed, produced, and promoted in synergy by unique and relevant brand imaging and engaging experiences.



Learn what brand marketing is and how it is built on satisfying deep human psychological needs that motivate product purchase and loyal usage.



Learn how to promote your brand identity so consumers perceive a favorable image of it through a synergy of effective communication/advertising and product innovation.



Adopt an ethical attitude and practice in the planning and implementation of business & marketing strategy.

# 26TH MARKETING DIPLOMA PROGRAM

Learn to craft an effective “go to market plan” enabling your brands & products to capture the optimal target market and understand the basics of how to design a business model to successfully implement your marketing plan. Business models are critical to leverage your organizations’ competitive advantage (financial and human capital i.e., knowledge, leadership & management skills) and commercial partner support to successfully implement a marketing & business plan to deliver superior brands and products to build and sustain a loyal & profitable customer base. This enables sustained long-term growth and shareholder value creation that achieves your vision, mission, and growth objectives.

## PROGRAM OUTLINE

### I. Introductory Module

- A. Introduction to Business Planning (1 day)
- B. Market Research (2 days)
- C. Segmenting, Targeting, Positioning: The Foundation of Strong Brands (2 days)
- D. Marketing Strategy Formulation (1 day)

### II. Intermediate Module

- A. Product and Price (2 days)
- B. Place and Promotion (2 days)
- C. Digital Marketing (3 days)
- D. Marketing Plan Formulation (1 day)

### III. Integrating Module

- A. Services Marketing (2 days)
- B. Marketing Communications (2 days)
- C. Brand Management (2 days)
- D. Marketing Plan Presentation (1 day)

# INTRODUCTORY MODULE

This module will focus on formulating a compelling, consumer need based & 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 use that to win customers and make money. This course emphasizes the critical step in targeting viable markets segments by evaluating accessibility, size & growth potential to optimally attain business objectives from money and time spent on marketing.

## PROGRAM OUTLINE

- I. Introduction to Business Planning (1 day)**
- II. Market Research (2 days)**
- III. Segmenting, Targeting, Positioning (2 days)**
- IV. Marketing Strategy Formulation (1 day)**

## OBJECTIVES

**After the course, you will:**

- 1. Learn how to identify the viable primary target markets and corresponding brand/products that will enable your company to gain substantial market share; and**
- 2. Design a business model to ensure that your company's business process creates consumer value better than competitors to ensure sustained success.**

## INTERMEDIATE MODULE

Creating actionable tactical product lines and promotions programs that support the overall marketing/brand strategy enhanced by digital marketing to realize your overall business, strategic marketing goals and objectives.

### PROGRAM OUTLINE

- I. Product and Price (2 days)**
- II. Place and Promotion (2 days)**
- III. Digital Marketing (3 days)**
- IV. Marketing Plan Formulation (1 day)**

### OBJECTIVES

After the course, you will:

- 1. Learn to design tactical programs that operationalize the overall marketing strategy to immediately generate sales, to capture key market segments.**
- 2. Rationalize, manage product lines & service menus to ensure intimate fit with continually changing customer needs (localized and timeline specific preferences)**
- 3. Design and implement brand image and sales promotions programs via digital technologies for brands to engage customers in a continuous and multisensory 2-way dialogue via an omnichannel approach, that captures their brand loyalty going beyond the one way messaging in traditional marketing communications (recall TV, Print, Radio) from seller to buyer.**

## INTEGRATING MODULE

A selection of specialized marketing courses focused on sharpening one's marketing perspectives, critical knowledge, skills, and applications: Brand Management, Service industry and Digital Marketing Communications culminating in completion of the marketing plan.

## PROGRAM OUTLINE

- I. Services Marketing (2 days)**
- II. Marketing Communications (2 days)**
- III. Brand Management (2 days)**
- IV. Marketing Plan Presentation (1 day)**

## OBJECTIVES

After the course, you will:

1. **Develop a specialized and deeper understanding of how marketing principles are applied especially in critical business and marketing plan implementation for specific business use cases:**
  - **Services Marketing: Designing & delivering branded customer experiences that win long term customer loyalty.**
  - **Brand Management: Defining brand icons customers will want to own and be with**
  - **Marketing Communication /Advertising): Employing creative media that engages customers to adopt the brand identity and values or message.**



# PROGRAM DIRECTOR



**MR. CLEMENTE B.  
COLAYCO**

Ateneo Graduate School of Business-Center for Continuing Education (AGSB-CCE) Marketing Program Director, brings with him 23 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.

# RESOURCE PERSON



**MS. ANAMARIA M.  
MERCADO**

Ms. Anamaria M. Mercado has several years of 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. Over those years, she worked with various types of customers (direct end-users and corporate accounts) and a mix of trade partners including distributors, dealers and retailers. She began her professional training and consulting work as Country Manager in an international consulting firm where she provided training and coaching services to companies across multiple industries.

Currently, she co-manages a research company specializing in measuring customer experiences, and co-owns two franchise companies. She is the Program Director for Service Excellence and Six Sigma Programs in the Ateneo Center for Continuing Education and a faculty member of the Ateneo Graduate School of Business.

Ms. Mercado has a Bachelors degree in Business Economics and post-graduate units in Professional Education from the University of the Philippines. She also has a Masters Degree in Business Administration from the Ateneo Graduate School of Business.



# RESOURCE PERSON



**MS. ELEANOR S.  
MODESTO**

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

She was CEO of Lintas Jakarta for over 2 decades when the agency was the number one advertising agency in Indonesia. Initially she was Executive Creative Director of Lintas Jakarta (now Mullen Jakarta); Creative Director of Lintas Manila (now Mullen Group Manila); and Associate Creative Director of Ace-Compton (now Saatchi & Saatchi). She conducted workshops for Bates141, GroupM, Leo Burnett, Bintang 7, Darya Varia, Lowe, JWT, First Media, AKV TV, Unilever, InterAct Carlson, Activate, TBWA, DDB, Group M, and Cabe Rawit, among others.

Ms. Modesto graduated from the University of the Philippines, with a degree in Visual Communication. She graduated cum laude. She was the first Agora Awardee for Regional Marketing Communications by the Philippine Marketing Association.

# RESOURCE PERSON



**MS. JOANNA MARIGOLD  
F. TANTOCO**

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 such as Procter & Gamble, PepsiCo, SC Johnson & Son, Inc., Jollibee Foods Corporation, Century Pacific Food, Inc. and Pfizer Consumer Healthcare. Throughout her career, she received various marketing and innovation awards and for outstanding advertising and public relations campaigns for the brands she worked on.

She graduated from the University of the Philippines with a Bachelor of Science degree in Business Administration (Magna Cum Laude) and units towards a Bachelor of Fine Arts, Major in Industrial Design degree. She also received a Master of Business Administration degree from the same university where she graduated Salutatorian of the class.



# RESOURCE PERSON



**MR. MICHAEL LOPEZ**

Since 1993, Mike Lopez's professional background has focused on business and economic research, corporate planning, entrepreneurship education, and business writing. Throughout his career, he has written numerous case studies, industry and market studies, feasibility studies, and business plans for the academe and the business sector. He is also an entrepreneur and author of three published books.

In the last 15 years, Mr. Lopez has been involved in entrepreneurship and consultancy services for various companies and private-public institutions. He has also facilitated strategic planning workshops for them. His affinity to business activities has led him to establish G89 Manufacturing Corporation in 2006. This company manufactures innovative wall and floor surface finishes for the architectural and interior design industries.

Apart from being a business researcher, consultant, and entrepreneur, Mr. Lopez is also an educator. He is currently affiliated with several educational institutions such the Ateneo Graduate School of Business - Center for Continuing Education; the Ateneo Graduate School of Business - Asian Center for Entrepreneurship; the Jose Rizal University, and Bayan Academy. As a faculty for these institutions, Mr. Lopez takes part in research, curriculum development and teaches external and industry analysis, internal analysis of organizations, business planning and development, operations management, marketing and market research.

# RESOURCE PERSON



**MS. ANNAMARIE V. DY**

Ms. Anna Dy is the Country Head for Twitter under MediaDonuts – the exclusive partner of Twitter in the Philippines. Aside from her experience in banking and the UN, Ms. Dy pursues passion projects in e-commerce, digital publishing, as well as business consulting.

During her graduate studies, she worked part-time helping small businesses in Chicago USA area build their business plans. In 2009, she joined Summit Digital where she launched several websites and led the company to become one of the leading digital publishers in the country. She was also the General Manager of Summit Connect, a digital marketing agency working with a variety of brands to help them maximize the digital medium in order to reach their business goals.

Ms. Dy earned her undergraduate degree in Business Management from the Ateneo de Manila University. She completed her MBA from the University of Illinois at Chicago USA with concentrations in Marketing, International Business, and Organization Development.



# 26TH MARKETING DIPLOMA PROGRAM

## PROGRAM DETAILS

### Schedule via ZOOM:

November 10, 2021 - April 27, 2022  
Mondays, Wednesdays, and Thursdays  
5:00 pm - 8:30 pm

## PROGRAM FEE

Php 84,000.00 (*Early Eagle Rate until October 27*)  
Php 79,900.00 (*Regular Rate*)

*\*Schedules and prices may change without prior notice.*

## INCLUSIONS

- Soft copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Attendance
- MDP Diploma

## REGISTER NOW!

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SCAN CODE  
TO REGISTER



*Experience*  
**EXCELLENCE**

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