

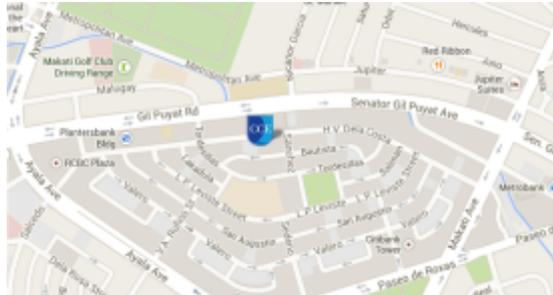
# Blueprint for Success: Making Your Digital Marketing Plan

## Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

## Venue:

Ateneo de Manila University - Salcedo Campus  
3/F Ateneo Professional Schools Bldg.,  
130 H.V. Dela Costa St., Salcedo Village,  
Makati City, Philippines



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August 20, 2019



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

# Blueprint for Success: Making Your Digital Marketing Plan

October 23, 2019

## DATES

October 23, 2019  
Wednesday  
8:30 am - 4:30 pm

## PROGRAM FEE

Php 5,900.00 (Early Eagle Rate  
until Oct. 9)  
Php 6,400.00 (Regular Rate)

## HOW TO REGISTER Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

## Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

## Call

(+632)8302040

Schedules and prices may  
change without prior notice

 CENTER FOR CONTINUING EDUCATION

This one day course will give you a quick update on how digital is changing the business landscape. It will give you a quick upgrade and boost your digital marketing skill with a ready to use template that you can use to launch your very own digital marketing campaign. Furthermore, this course is designed to give a broad overview of digital marketing and how it has changed the way companies interact with its customer and consumers.

## Blueprint for Success: Making Your Digital Marketing Plan

### objectives

1. Provide participants an in-depth overview of the digital marketing landscape
2. Provide participants an appreciation of how digital is the new gamebreaker in today's marketing game.
3. Provide the participants a digital marketing template which they can use to successfully launch a digital campaign

### who should attend

1. Marketing officers and business owners.
2. Professionals in a marketing or sales function and entrepreneurs who want a better understanding of how to develop and market products and services in a more accurate, insightful, creative and systematic manner;
3. Middle management professionals preparing for general management positions



### resource person



**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.

He has also been a member of the Advertising Suppliers Association of the Philippines (ASAP), Personnel Management Association of the Philippines (PMAP) and Customer Experience Professionals Organization.

Mr. Aragon earned his Bachelors degree in Communications from the University of the Philippines.

### program content

- I. Introduction/Ice Breaker
- II. The Changing Marketing Landscape: How Digital is Changing the Marketing Game
- III. Before You Go: 5 Key Facts You Need in A Digital Marketing Plan
- IV. The Digital Marketing Plan: Racing to The Top!
- V. Workshop

### methodology

The course will extensively use games, case studies with videos, and hands on exercises to enable the participants to familiarize themselves and gain first hand experience on how to make digital marketing that works.

### about agsb- cce

AGSB's Center for Continuing Education (CCE) supplements the degree programs by addressing issue-specific industry concerns that require immediate, purposeful, and focused response. AteneoCCE is an industry resource and partner, doing advocacy on emerging critical issues and convening interested entities so that together, they can tackle a common concern. Conscious of its vital role in society, the Center continuously improves its products and services in a creative, innovative and trend-setting way to address the changing needs of clients. Successful Ateneo CCE participants may earn elective units in AGSB MBA Programs.