

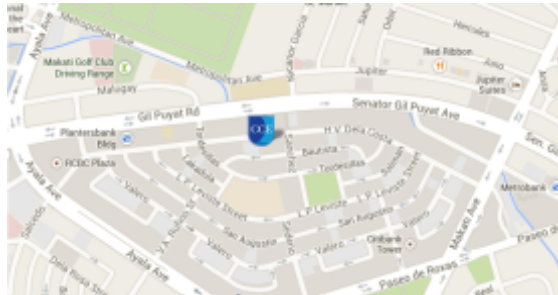
Blueprint for Success: Making Your Digital Marketing Plan

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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March 8, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Blueprint for Success: Making Your Digital Marketing Plan

April 30, 2019

DATES

April 30, 2019
Tuesday
8:30 am - 4:30 pm

PROGRAM FEE

Php 5,900.00 (Early Eagle Rate
until Apr. 16)
Php 6,400.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

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.