

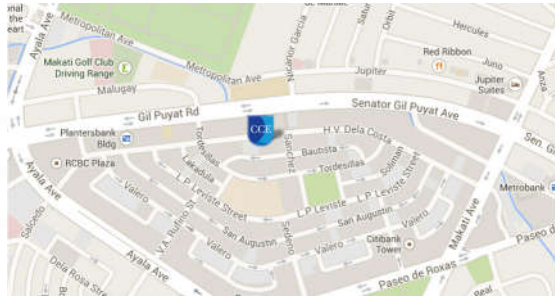
Brand Management: Creating, Building, Measuring, and Managing Brands

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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November 12, 2018



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Brand Management: Creating, Building, Measuring, and Managing Brands

January 28 - 30, 2019

DATES

January 28 - 30, 2019
Monday - Wednesday
8:30 am - 4:30 pm

PROGRAM FEE

Php 17,700.00 (Early Eagle Rate
until Jan. 14)
Php 19,200.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

+63(2)830.2050

*Schedules and prices may
change without prior notice*

 CENTER FOR CONTINUING EDUCATION

Businesses depend on successful brands and successful brands require to continue responding to its target market, investment to ensure revitalizing life cycles and consistency to build them long-term. Buy how do you create brands that engage customers? What makes brands strong?

Brand Management: Creating, Building, Measuring, and Managing Brands

objectives

After this course, you will:

1. Differentiate between products and brands;
2. Gain an understanding of how brands are created for specific consumer segment;
3. Learn the 7 P's of brand management;
4. Learn how brands go through life cycles and the tools that can be used to determine next steps; and
5. Learn how brand performance and strength are measured.

who should attend

- Grounding for new marketing practitioners
- Refresher for mid-level to senior marketing managers
- Appreciation for non-marketer, senior managers and decision makers exposed to brand management and marketing functions gearing for general management and senior leadership.



resource person



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.

program content

I. Definitions and Importance

- A. The difference between brands and products
- B. The value of brands
- C. What is brand management? Why is it important?

II. Creating a brand

- A. Understanding the context of the brand
 - a. PESTLE analysis
 - b. Data sources and how to use them
- B. Understanding consumers
 - a. segmentation
 - b. Targeting
- C. Positioning
 - a. How consumers decide on brands
 - b. Start with why
 - c. Three circle analysis
 - d. Frame of reference
 - e. The key differentiator
 - f. Developing the brand key
 - g. Customer-based brand equity

III. Managing Brands

- A. The 7 P's of brands
- B. Life cycles and portfolio analysis
 - a. BCG matrix
 - b. Arthur D little matrix
- C. Surviving the life cycle
 - a. Brand repositioning
 - b. Brand extensions and brand architecture
 - c. Brand innovation

IV. Measuring Brands

- A. Key brand metrics
 - a. Sales
 - b. Share
 - c. Brand equity measures
- B. Basic research tools
- C. How brand decisions affect the P&L

V. Brand Audit

VI. Brand Audit Group Exercise