



ATENEIO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Marketing Management **ONLINE PROGRAM**

BRAND MANAGEMENT

March 23, 24, 28 & 30, 2022

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



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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?

- 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.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Develop brands that clearly connect to its target audience;
- ➔ Make the appropriate decisions in managing brands through the application of various strategic and portfolio management frameworks as well as the use of key brand measurement techniques to diagnose and manage brand health; and
- ➔ Course-correct brand strategies by assessing a brand's status, analyzing options and formulating the best strategic direction to achieve its objectives.

BRAND MANAGEMENT

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

This course is designed to make the participant go through the journey of creating, building, measuring and managing brands by providing an overview of the basic principles and frameworks for brand management through topic lectures, hands-on exercises and a brand audit group exercise.

This course is graded and may be credited to the Marketing Diploma Program. Certificate of Completion will be issued once the student meets the attendance and academic requirements.

Prerequisite Course: Segmenting, Targeting and Positioning



PROGRAM OUTLINE

- 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. Brief Review of STP
 - B. The Brand Identity Prism
 - C. Creating A Coherent Brand Identity
- III. The Marketing Funnel: From Awareness to Loyalty
 - A. Traditional Funnel
 - B. The New Digital Buyer Journey
 - C. The STEPPS Framework
- IV. Managing Brands
 - A. Understanding the Context of the Brand
 1. 5Cs and PESTLE analysis
 - B. The 7Ps of Brands
 - C. Life Cycles and Portfolio Analysis
 1. BCG Matrix
 2. Arthur D Little Matrix
 - D. Surviving the Life Cycle
 1. Brand Repositioning
 2. Brand Extensions and Brand Architecture
 3. Brand Innovation
- V. Measuring Brands
 - A. Key Brand Metrics
 1. Sales
 2. Share
 3. Brand Equity Measures
 - B. How Brand Decisions Affect the P&L
- VI. The Brand Audit
 - A. Brand Audit Group Exercise

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 AGSB in 2000. He then taught International Marketing at AGSB from 2001 to 2003. He has a bachelor's degree in Business Economics from the University of the Philippines.

RESOURCE PERSON



**MS. JOANNA
MARIGOLD 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.

BRAND MANAGEMENT

PROGRAM DETAILS

March 23, 24, 28 & 30, 2022
Monday, Wednesdays, Thursday
5:00 pm - 8:30 pm
via ZOOM

PROGRAM FEE

Php 10,000.00 (Early Eagle Rate Until March 9)
Php 11,000.00 (Regular Rate)

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

The lead time for the release of Digital Certification of Completion is twenty-five business days from the last day of the program.

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Course Completion

REGISTER NOW!

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SCAN CODE
TO REGISTER



Experience
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