



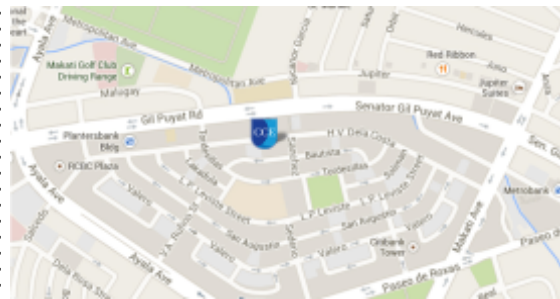
# Marketing Communications

## Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch/dinner
- 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



## DATES

December 9 - 10, 2019  
 Monday - Tuesday  
 8:30 am - 4:30 pm

## PROGRAM FEE

Php 11,800.00 (Early Eagle Rate until Nov. 25)  
 Php 12,800.00 (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

+63(2)830.2040

Schedules and prices may change without prior notice.



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September 17, 2019



ATENEO DE MANILA UNIVERSITY  
 GRADUATE SCHOOL OF BUSINESS



marketing and sales management

# Marketing Communications

December 9 - 10, 2019

CENTER FOR CONTINUING EDUCATION

Learn how to effectively create and communicate your brand position, value, and experience, to lead and retain a long term loyal customer base. Leverage various communication media strategies responsive to market conditions to maximize competitive advantage. Practice integrated marketing communications throughout the organization – so that you retain *top of mind* in today's fickle-minded consumer markets.

# Marketing Communications

## objectives

After the course, you will:

1. Know how effective and efficient communications play a critical component in contributing to the success of the entire marketing effort to build brand equity;
2. Develop a good working knowledge on the essence of the communication process;
3. Understand how consumer insights and its proper application can provide meaningful connections that are essential in defining perception – thus, improved image and value;
4. Gain insight on *above-the-line* brand building strategies in a modern media environment to gain and retain attention for your product; and
5. Acquire an understanding of consumer insights that are critical to thematic brand building.

## who should attend

1. 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;
2. Middle management professionals preparing for general management positions.



## resource person



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

Prior to this, she was CEO of Lowe Jakarta, the number one advertising agency in Indonesia; Head of Creative of Lintas Jakarta; Creative Director of Lintas Manila (now Lowe Manila); and Associate Creative Director of Ace-Compton (now Saatchi & Saatchi). Further, 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.

## program content

### Part 1

- A. Marketing communications:  
An integral part of marketing
- B. The elements of marketing communications
- C. The 4 P's of marketing
- D. Case studies
- E. Team exercise

### Part 2

- A. Marketing is all about brand building
- B. What makes for a successful brand
- C. Consumer insights
- D. Positioning your brands:  
Selecting the right market
- E. Media and the budget
- F. Last day group challenge

### Part 3

- A. Integrated marketing communications
- B. Case studies
- C. Above the line, below the line and digital media
- D. Team exercise
- E. Team presentation

## complementary courses

### Digital Marketing

*November 26 - 28, 2019*

This course offers a unique perspective into the fast-growing world of digital marketing. It is a game changer that plays by its own rules and has its own unique landscape.

### Strategic Competitive Marketing

*December 16 - 17, 2019*

This 2-day workshop aims to inspire the participants to unbox their thinking process and reinvent themselves with new skills, the latest marketing tools and methodologies to develop and grow their business.