



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



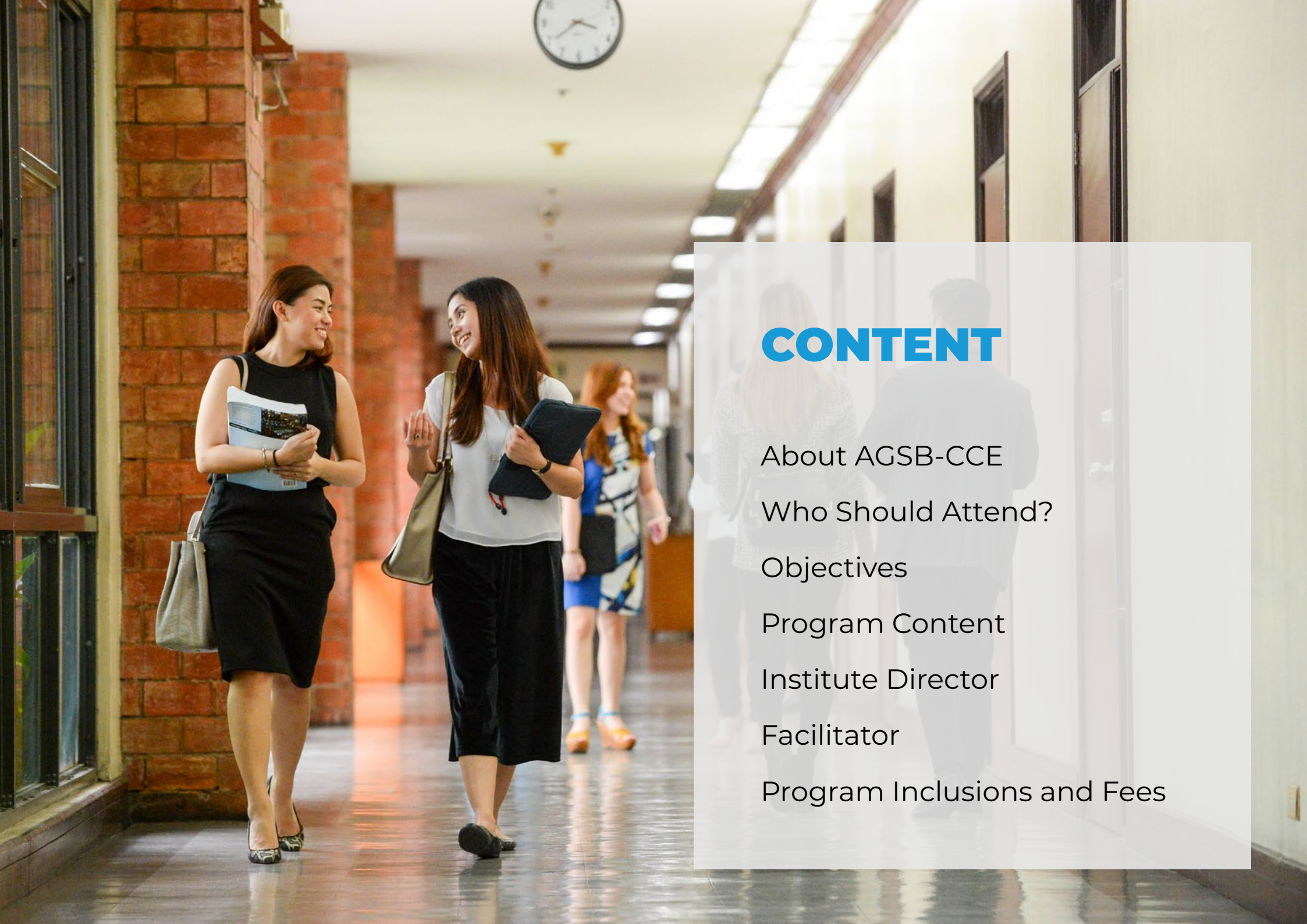
Marketing Management **ONLINE PROGRAM**

Marketing Communications

September 26 - October 1, 2022

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



CONTENT

About AGSB-CCE

Who Should Attend?

Objectives

Program Content

Institute Director

Facilitator

Program Inclusions and Fees



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?

Young Professionals (Middle Managers) in marketing or sales and entrepreneurs who want to get a better understanding of the role of Marcom in the Marketing process and how to develop and market products and services in a more insightful, creative and systematic manner.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Learn how Marketing Communications play a critical part in the success of a Brand's marketing;
- ➔ Understand how a deep understanding of unmet consumer needs (consumer insight) is critical for a brand to resolve customer problems/needs via user experiences that meaningfully and intimately connect with consumers that gains favorable perception and differentiating a brand;
- ➔ Learn to design a communication plan that integrates various online or offline media and content strategies across various distribution channels to attain marketing and business objectives;
- ➔ Have a good working knowledge of how to design and apply an integrated communication process attune with the customer purchase journey stage in various industry or consumer use cases / markets (Case Studies); and
- ➔ Learn how to use Marketing Communications in the Digital age in an ethical manner so that customers make informed purchase and usage decisions.

MARKETING COMMUNICATIONS

Make Brands Come Alive for Consumers

Brands exist to effectively communicate your brand value proposition and experience to build and retain a loyal customer base.

Managing brands includes creative and experiential promotion strategies to effectively communicate tangible product or intangible service brand benefits.

Effective integrated marketing communications within and outside of the organization will motivate your people to enthusiastically engage customers, to retain top of mind in today's fickle minded consumer markets.

In the age of the new normal, we either Pivot or Perish to survive the massive challenges that are facing us. Some may have changed careers or started their own businesses - whether this is a product or a service. Marketing Communications Course Program will show learners how to effectively create and communicate their Brand to their Target Market.

At the end of the day, you want your Brand to be differentiated and we will show you how Consumer Insights can help you do this. You will also learn from Inspiring Case Studies that show how to use Marketing Communications in Digital Media. All these will equip you and your Brand to succeed in today's hyper competitive environment.

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

PROGRAM OUTLINE

- I. MODULE 1**
 - A. Introduction of Resource Person and the Learners
 - B. Lecture: Introduction to Marketing Communication and its critical role in the Modern Marketing Process

- II. MODULE 2**
 - A. The Marketing Communications process
 - B. Consumer Insights and its importance
 - C. Case Studies
 - D. Steps in preparing Marketing Communications Campaign

- III. MODULE 3**
 - A. Marketing Communication in the Digital Age
 - B. Adapting the principles of Marcom in the New Normal

- IV. MODULE 4**
 - A. Group Presentation of Marketing Communication Plan

RESOURCE PERSON



**MS. ELEANOR
S. MODESTO**

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

She was CEO of Lintas Jakarta for over 2 decades when the agency was the number one advertising agency in Indonesia. Initially she was Executive Creative Director of Lintas Jakarta (now Mullen Jakarta); Creative Director of Lintas Manila (now Mullen Group Manila); and Associate Creative Director of Ace-Compton (now Saatchi & Saatchi). 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.

MARKETING COMMUNICATIONS

PROGRAM DETAILS

September 26, 28 & 29, 2022 (Monday, Wednesday, Thursday)
5:00 pm - 8:30 pm

October 1, 2022 (Saturday)
8:30 am - 12:00 pm

Synchronous sessions via Zoom
Asynchronous sessions via access to the AteneoBlueCloud
(Canvas LMS)

PROGRAM FEE

Php 10,000.00 (Early Eagle Rate)
Php 11,000.00 (Regular Rate)

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

INCLUSIONS

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

REGISTER NOW!

Ms. Irene Chavez
(+63) 915 133 8552
ichavez@ateneo.edu
sales.cce@ateneo.edu

SCAN CODE
TO REGISTER



Experience
EXCELLENCE