



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



Marketing Management **ONLINE PROGRAM**

MARKETING AND BUSINESS PLANNING FOR NON-MARKETERS

July 4, 6, 7 & 9, 2022

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)

The background of the slide is a photograph of a university hallway. Two young women are walking towards the camera, smiling and talking. They are carrying books and bags. In the background, another student is visible, and a clock is mounted on the wall. The hallway has a polished floor and brick walls on one side.

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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?

- For marketing or sales professionals who will benefit from acquiring a deeper consumer insight & evidence-based approach to marketing and business planning.
- Non-Marketer professionals (from finance, operations, HR etc.) who want to learn how to integrate their expertise with marketing initiatives to enhance overall organization synergy.
- For entrepreneurs who want to put discipline and rationalize their strategic management competence.
- This course will give all the above a way to know if their perception of decision-making context is “right,” the essential competencies in marketing thinking and doing skills that will enhance your professional qualifications and personal growth.

OBJECTIVES

At the end of this course, you will be able to:



Develop the “eye” of a marketer, to think and act based on rational business building and marketing theory to identify & monetize sizable consumer segments (unhappy due to unmet consumer needs), upon which you can build profitable brands by owning such unhappy customers;



Learn how to innovate your brand/product or service to ensure not only your customers continued purchase & loyalty but their embrace and advocacy for your brand in today's online and offline lifestyle;



Develop an innovative, research evidence based Strategic Business and Marketing Plan that will realize the overall business vision, mission & objectives; and



Create tactical marketing programs to ensure that key market segments are served with the desired or localized brand / product lines & price points, supported with promotions plans.

MARKETING AND BUSINESS PLANNING FOR NON-MARKETERS

This introductory marketing course is brief yet comprehensive and substantial. It covers not only the essentials of marketing planning, brand building and promotion but teaches you how to plan and design a business model that enables you to successfully implement your plan! The course starts with marketing research to find deep insights into unmet customers' needs (value perception, reasons to or not to believe and buy, or prefer your brand versus competitors), unto designing a brand/product that fully satisfies their needs (latent and apparent and how to advertise or promote it.

PROGRAM OUTLINE

- I. Strategic Marketing Planning: Marketing Research - Customer Segmentation & Profiling: What gets customers hooked while shopping for and using brands/products?**
 - A. Motivation/Attitudes/Values
 - B. Behavior
- II. Business Planning: What products and markets can you really own & monetize?**
 - A. Defining Vision, Mission, Objectives (VMO's)
 - B. SWOT Analysis Model
 - C. Business Model Design
 - D. Innovation and Digital Transformation
 - E. Targeting the Viable Customer Segment
 - F. Business Data Analysis and Forecasting
- III. Brand & Product Positioning: What does your brand stand for, what value does it deliver to satisfy consumer needs better than others?**
- IV. Tactical Marketing: How will your brand deliver day in/out what it promised?**
- V. Product and Services Management: How do your brand satisfy varying local and situational needs?**
 - A. People
 - B. Process
 - C. Physical Evidence
- VI. Place (Distribution) & Promotions: How do you get more people to start buying, and in more amounts, more often?**
- VII. Pricing Strategy: How do you ensure that the price points in your value proposition matches customer value perception and needs**
- VIII. Advertisement & Marketing Plan Presentation**

RESOURCE PERSON



**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.

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PROGRAM DETAILS

July 4, 6, 7 & 9, 2022

Monday, Wednesday, Thursday (5:00 pm - 8:30 pm)

Saturday (8:30 am - 12:00 nn)

via **ZOOM**

PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate until June 20*)

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!

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**SCAN CODE
TO REGISTER**



Experience
EXCELLENCE
