



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



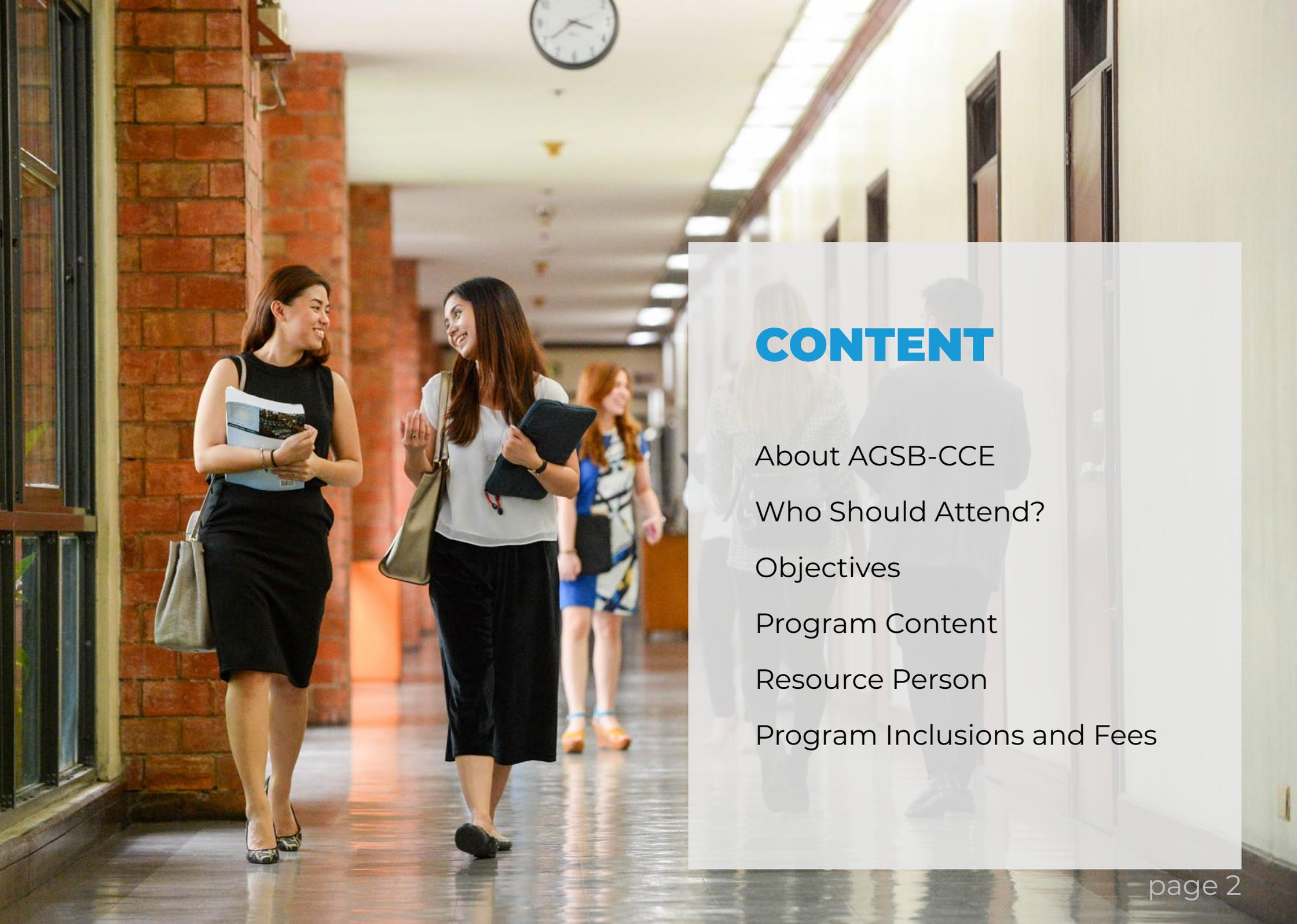
Marketing Management **ONLINE PROGRAM**

Marketing and Business Planning for Non-Marketers

September 19, 21, 22 & 24, 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?

- 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
- ➔ 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), onto 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?
 - A. Motivation/Attitudes
 - B. Values & Behavior
- II. Business Planning: What products and markets can you really own, monetize?**
 - A. SWOT Analysis Model
 - B. Business Models
 - C. Defining Vision, Mission, Objectives (VMO's)
 - D. Targeting the Viable Customer Segment
- III. Brand & Product Positioning: What does your brand stand for and how will it stand out?**
- IV. Tactical Marketing: How will you deliver day in/out what you promised?**
- V. Product and Services Management: How do you satisfy varying local needs?**
 - A. People
 - B. Process
 - C. Physical Evidence
- VI. Place (Distribution) & Promotions: How do you get people to start buying, and more?**
- VII. Pricing Strategy: How do you ensure your value proposition matches customer perception**
- VIII. Advertisement & Marketing Plan Presentation**

RESOURCE PERSON



**MR. CLEMENTE
B. COLAYCO**

Ateneo Graduate School of Business-Center for Continuing Education (AGSB-CCE) Marketing Diploma Program - Program Director, brings with him 30 years of experience as an international footwear marketer having worked since 1987 with major Italian (Cebo Italia) and Austrian (Grohmann Footwear & Bevaform) production design and marketing companies buying footwear and apparel from Vietnam, Thailand, Indonesia, and establishing the China headquarters, shoe product development office in 2003 - 2006. He managed shoe product development, production & quality control, merchandising/sales in all these business endeavors. Aside of shoe business experience, he learned entrepreneurship very early, working while in college, manufacturing auto exhaust systems and doing car repair. He was a franchisee of 2 locations of the Dayrit's Ham and Burger Restaurants in 1989 to 1997.

In the past decade, he has invested into innovative digital technology driven business in automotive air condition repair services, digital telehealth diagnostic equipment and telemed consultation platforms. He became the Business Development Director at Argosy Partners Inc., a private equity and advisory consulting firm recently focused on investments in digital transformation businesses.

Mr. Colayco has a bachelor's degree in Business Economics from the University of the Philippines. He graduated Regis MBA degree with Gold Medal honors from the Ateneo Graduate School of Business (AGSB) and thereafter taught Management Dynamics, Operations Management, and International Marketing at the AGSB master's in business administration Program. He also obtained certification as an Executive Coach at the Center for Executive Coaching, a US based and ICF accredited institution.

MARKETING AND BUSINESS PLANNING FOR NON-MARKETERS

PROGRAM DETAILS

September 19, 21, 22 & 24, 2022
Monday, Wednesday, Thursday & Saturday
8:00 am - 12:00 nn

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!

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TO REGISTER



Experience
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