



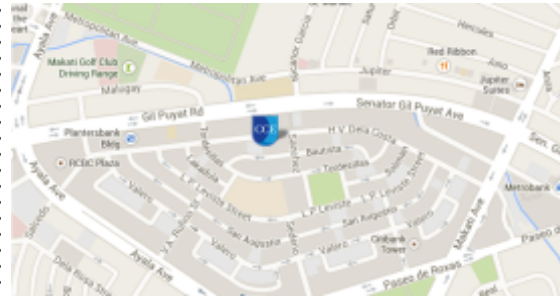
# Marketing for Non-Marketers

## Package inclusions:

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

August 18-19, 2020  
 Tuesday - Wednesday  
 8:30 am - 4:30 pm

## PROGRAM FEE

Php 11,800.00 (Early Eagle Rate  
 until August 4)  
 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)

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March 4, 2020



ATENEO DE MANILA UNIVERSITY  
 GRADUATE SCHOOL OF BUSINESS



marketing and sales management

# Marketing for Non-Marketers (Basics of Marketing)

August 18-19, 2020

 CENTER FOR CONTINUING EDUCATION

This brief introductory marketing course is meant to sharpen your “marketing sense”, to see reality, think, and act the way a professional marketer sees opportunities and capitalizes on it. It is achieved by developing and implementing scientific & evidence-based brand marketing strategies (value proposition) designed to consistently satisfy and anticipate specific consumers practical and emotional needs. This will help you understand your customers value perception, reasons to buy, and prefer your brand versus competitors because only your brand delivers their sought-after benefits.

In essence, marketing is about creating and delivering a synergy of the “best” products and service experiences, through a profitable process, that validate the brand's promise and identity, supported with brand communication establishes a positive brand image in consumer minds.

# Marketing for Non-Marketers

(Basics of Marketing)

## objectives

After the course, you will:

1. Understand the logic and essential elements of creating a powerful competitor-beating marketing strategy;
2. Learn how to find, create, and grab new profitable markets/customers segments through compelling consumer insight innovation (the key to profits);
3. Recognize and target your marketing efforts at the most profitable consumer segments; and
4. Optimize customers' satisfaction through responsive - tactical marketing mix strategies.

## methodology

An enriching personal learning experience through a synergy of short power point based lectures, open discussions of concepts and case examples, video media, and hands on workshop exercises enabling you to create effective actionable marketing strategies.



## 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.

## program content

- I. Strategic Marketing Planning and Research**
  - A. How people get hooked: Consumer Insighting Understanding how and why consumers buy and use products/brands
  - B. Hooking up with the best customers: Market Segmentation, Profiling, Targeting, and Brand Positioning (SpTP)
  - C. Positioning to Compete: Business environment external/internal analysis/ Competitive Situation
- II. Tactical Marketing: Sellers' 4Ps / Consumers' 4As**
  - A. Product and acceptability - *Be satisfied*
  - B. Price and affordability - *Value or status*
  - C. Place and accessibility - *Omnipresence*
  - D. Promotion and awareness - *Intimacy and Customer Loyalty*
- III. Integration: Managing the Marketing Mix**
  - A. Presentation of strategic marketing plans Brand value proposition and Production Positioning Strategy

## who should attend

For marketing or sales professionals who will benefit from acquiring a deeper consumer insight & evidence based approach to marketing planning. Non-Marketers who want to learn how integrate their expertise with marketing initiatives in order to enhance overall organization synergy. This course will give also you the essential competencies in marketing thinking and doing skills that will enhance your professional qualifications and personal growth.