



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



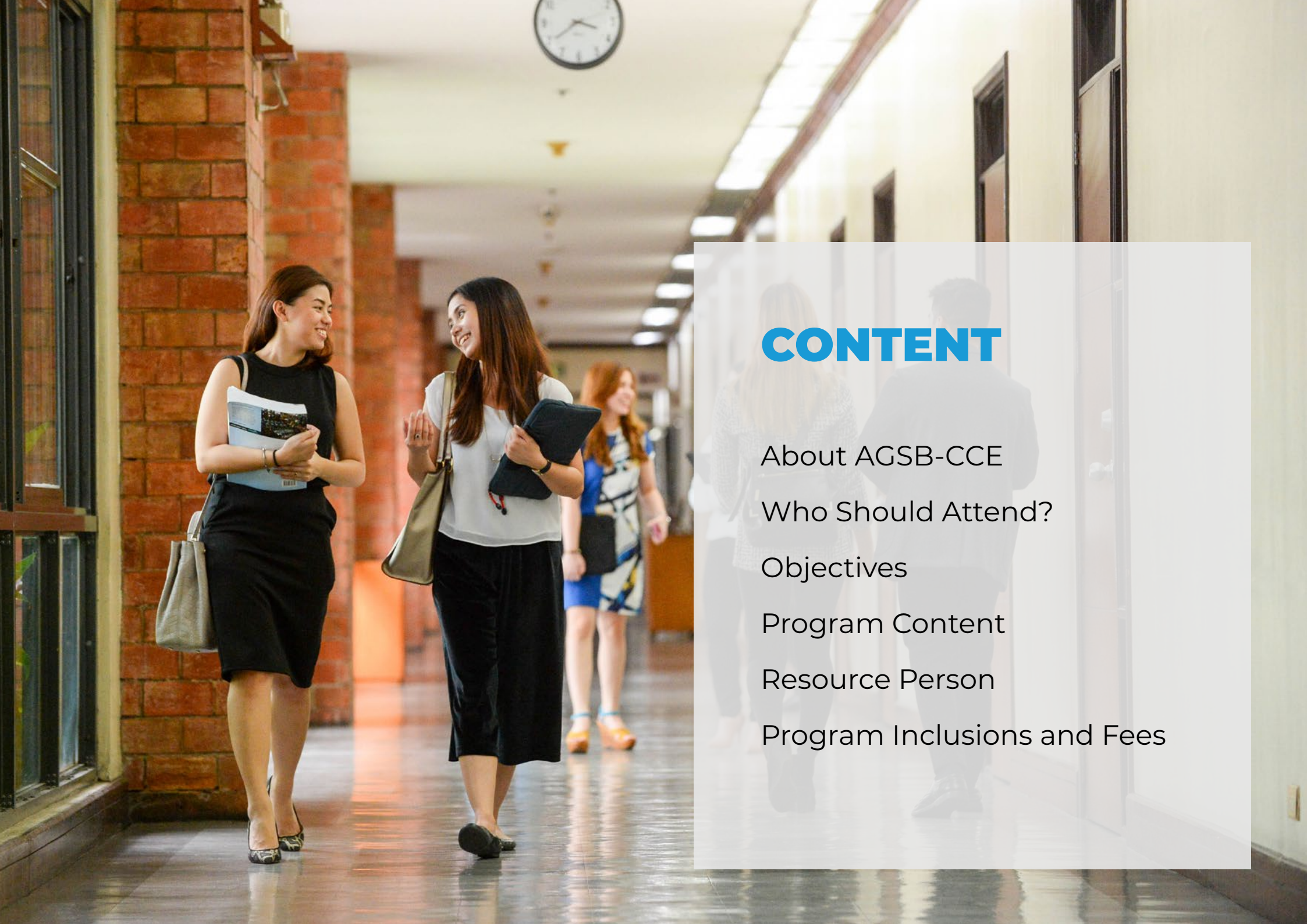
Marketing Management **ONLINE PROGRAM**

# Segmenting, Targeting, Positioning: The Foundation of Strong Brands

**September 12, 14, 15, & 17, 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?

1. Marketing and sales professionals as well as entrepreneurs who want to have a better understanding of how to market products in a more accurate, insightful, creative, and systematic manner.
2. Middle management professionals preparing for general management positions.
3. Professionals who intend to take advanced Marketing Courses in Ateneo CCE.

## OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Understand the logic and essential elements of creating a powerful competitor-beating marketing strategy anchored on incisive customer need profiling or research and segmenting methods that identify new viable and growing markets for which you can develop innovative products and brands.
- ➔ Learn the essentials of primary and secondary marketing research, how qualitative and quantitative research methods lead you to discover hidden consumer need insights critical basis for innovative product and brand strategies.
- ➔ Learn how to make tactical marketing or 4P's programs that realize the strategic intent of your brand and product strategies i.e. managing product lines and distribution/sales promotions efforts to grow your markets.
- ➔ Learn to apply marketing concepts and skills by presenting/delivering a brand and product strategy presentation.

# SEGMENTING, TARGETING, POSITIONING: THE FOUNDATION OF STRONG BRANDS

Grab the pole position to take advantage of the most attractive marketing opportunities through sustainable and effective market segmentation, targeting, and positioning strategies. Create new markets where others see none! Apply your marketing research generated consumer insights with rational planning principles, to create unique, relevant and differentiated products. Know what works and what doesn't in real life marketing planning case discussions.

Segmentation, Targeting and Positioning (STP) is the prerequisite course of Brand Management. The Brand Management course is designed to provide the student with knowledge of advanced marketing frameworks to be used in brand expression and strategy. A solid understanding of brand positioning is the foundation of robust brand management decisions.

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. Brands: What They Are, Their Roles and Ecosystem**
- II. Introduction to STP**
- III. Segmenting**
- IV. Targeting**
- V. Positioning**
- VI. Integration**

# RESOURCE PERSON



**MS. JOANNA MARIGOLD  
F. TANTOCO**

Ms. Gold Tantoco is the Founder of and Managing Consultant at Idea M Innovation, Design and Marketing Consultancy as well as the President of Prism Gallery.

Ms. Tantoco has over 30 years of solid multi-brand and multi-country Marketing and General Management experience from various local and multinational companies such as Procter & Gamble, PepsiCo, SC Johnson & Son, Inc., Jollibee Foods Corporation, Century Pacific Food, Inc. and Pfizer Consumer Healthcare. Throughout her career, she received various marketing and innovation awards and for outstanding advertising and public relations campaigns for the brands she worked on.

She graduated from the University of the Philippines with a Bachelor of Science degree in Business Administration (Magna Cum Laude) and units towards a Bachelor of Fine Arts, Major in Industrial Design degree. She also received a Master of Business Administration degree from the same university where she graduated Salutatorian of the class.

# SEGMENTING, TARGETING, POSITIONING: THE FOUNDATION OF STRONG BRANDS

## PROGRAM DETAILS

September 12, 14, 15, 2022  
Monday, Wednesday, Thursday  
5:00 pm - 8:30 pm

September 17, 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!

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SCAN CODE  
TO REGISTER



*Experience*  
**EXCELLENCE**