



DATES

June 22 & 23, 2020
Monday - Tuesday
9:00 am - 6:00 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate
until June 8)
Php 12,800.00 (Regular Rate)

HOW TO REGISTER

Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

+632(8)830.2050

*Schedules and prices may
change without prior notice.*

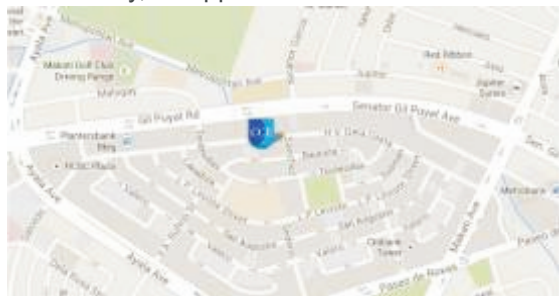
Services Marketing

Package inclusions:

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



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February 22, 2017



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Services Marketing

June 22 & 23, 2020



CCE CENTER FOR CONTINUING EDUCATION

Services dominate the economy and our daily life. Growth of the service sector in global economies is significant and nearly all companies regard service as vital to retaining customers. Even manufacturing companies, once dependent on tangible goods, now recognize service as a provider of sustainable competitive advantage and business growth.

Marketing and managing services, however, present certain challenges due to the unique characteristics of services. This program will tackle service marketing concepts, approaches and strategies for developing and delivering high quality and profitable services to promote customer loyalty and strengthen your company's position in a highly competitive market.

Services Marketing

objectives

After the course, you will:

1. Understand the general concepts of services: definition, categories, unique characteristics, difference from tangible goods;
2. Identify the factors that influence the customer's service experience;
3. Build a service model by applying the expanded marketing mix; and
4. Learn service strategies to satisfy and retain customers and to build competitive advantage across industries.

who should attend

1. Marketing and sales professionals as well as entrepreneurs who want 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.



resource person



MS. ANAMARIA M. MERCADO has several years of experience in the fields of business development and management, process improvement, and training & development. Her corporate life included 12 years in a multinational company where she started as a Marketing Analyst and later became a Group Manager for Sales and Marketing. Over those years, she worked with various types of customers (direct end-users and corporate accounts) and a mix of trade partners including distributors, dealers and retailers. She began her professional training and consulting work as Country Manager in an international consulting firm where she provided training and coaching services to companies across multiple industries.

Currently, she co-manages a research company specializing in measuring customer experiences, and co-owns two franchise companies. She is the Program Director for Service Excellence and Six Sigma Programs in the Ateneo Center for Continuing Education and a faculty member of the Ateneo Graduate School of Business.

Ms. Mercado has a Bachelors degree in Business Economics and post-graduate units in Professional Education from the University of the Philippines. She also has a Masters Degree in Business Administration from the Ateneo Graduate School of Business.

program content

- I. The branded service economy**
 - a. The service sector in the Philippine economy
 - b. Service industries
 - c. STP for branded customer experiences
 - d. The service concept
- II. The service consumption process**
 - a. Pre-purchase stage
 - b. Service encounter stage
 - c. Post-encounter stage
- III. The services marketing mix**
 - a. Product, Place and time, Price, Promotions and education
- IV. Delivering the branded customer experience**
 - a. Process, Physical environment, People
- V. Service quality and service recovery**
 - a. Customer satisfaction, retention and loyalty
 - b. Service quality
 - c. Service recovery

complementary courses

Marketing Communications
May 27, 28 & 30, 2020

Learn how to effectively create and communicate your brand position, value, and experience, to lead and retain a long term loyal customer base. Leverage various communication media strategies responsive to market conditions to maximize competitive advantage.

Brand Management: Creating, Building, Measuring & Managing Brands
May 20, 21 & 23, 2020

With competencies gained in this creativity-stimulating hands-on immersion in product development and brand management, you will attain the ultimate purpose of a marketer: to build a market defining brand. Sharpen practice with proven brand/product building knowledge from experts in the field.