



DATES

July 17 - 18, 2019
Wednesday - Thursday
8:30am - 4:30pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate
until Jul. 3)
Php 12,800.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632)8302040

Schedules and prices may
change without prior notice.

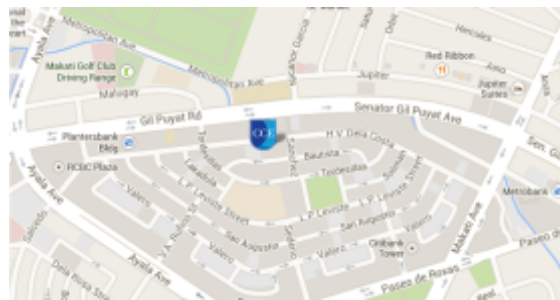
Strategic Competitive Marketing

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



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April 12, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Strategic Competitive Marketing

July 17 - 18, 2019

 CENTER FOR CONTINUING EDUCATION

Today's business environment is marked by disruptions and continuous change as technology reshapes the way we manage, market and compete. At the center of every sustainable business is the need to get, grow and keep clients. In this intensely competitive landscape lies many challenges and companies need to focus on a strong strategy in order to survive and keep up with the changing expectations of customers.

This 2-day workshop aims to inspire the participants to unbox their thinking process and reinvent themselves with new skills, the latest marketing tools and methodologies to develop and grow their business.

Strategic Competitive Marketing

objectives

After the course, you will

1. Have a better understanding of how customers buy and how to spot key consumer needs;
2. Learn how to segment markets, assess competitors and position your brand(s);
3. Learn how to Integrate the company's marketing strategy with channel (distribution, media), logistics and marketing;
4. Learn how to position your Brand and create brand value vis-a-vis your competition; and
5. Apply Strategic Marketing Ideas for your company and your unit.

who should attend

This course is designed for Managers, Supervisors, Business Owners who are involved in their company's Strategic Planning and Marketing.



resource person



MS. ELEANOR MODESTO is a cum laude graduate of the University of the Philippines. She came from the Creative side of the business and started as a Copywriter and moved up as Creative Director in PAC, Ace Compton (now Saatchi and Saatchi) and Lintas Manila. She became one of the first Agency Heads from Creative who became the CEO of the Advertising Agency. Eleanor saw the growth of the advertising business in Jakarta from Print and Outdoor to a robust multi-media communications power house in Asia. They were exciting times in Indonesia and it was a time for pioneering ideas like starting a Brand Experience Division and a Production Team that created the country's top rating TV game show. She also established a Below-the-Line Activation group within the agency. "Like our clients, our agency was reacting to the intense competition by growing beyond the traditional advertising and marketing" adds Eleanor. The 21 year stint in Lowe Lintas Jakarta (now Lowe Mullen Group) made her realize that marketing strategies and ideas don't have a nationality and the great ones are those based on human insights that delve into the mind and hearts of the people who use the brands.

She returned to Manila in 2010 and started a digital agency, Pure Digital which was later integrated into Publicis, a big Multi-national advertising agency where she was Strategic Planning Consultant. Today, Eleanor believes it is time to give back. Inspired by Maya Angelou who wrote - "When you learn, Teach. When you get, Give." Eleanor conducts workshops on Marketing Communication, Consumer Insighting, Market Research and Win-Win Negotiations in Manila and the Asean region.

program content

- I. What is Strategy?
- II. Strategy as "Problem-Solving" Thinking
- III. How to Craft Strategy
- IV. The Strategy Hierarchy
- V. Understanding Marketing Strategy
- VI. How Marketing and the Competition drives Business Strategy
- VII. Five Forces that affect Strategy

methodologies

- I. Lecture and Presentation
- II. Individual Exercises
- III. Local & Global Case Studies
- IV. Videos to illustrate the Case Studies
- V. Market Visits to observe the competition
- VI. Group Workshops

about CCE

AGSB's Center for Continuing Education (CCE) supplements the degree programs by addressing issue-specific industry concerns that require immediate, purposeful, and focused response. AteneoCCE is an industry resource and partner, doing advocacy on emerging critical issues and convening interested entities so that together, they can tackle a common concern. Conscious of its vital role in society, the Center continuously improves its products and services in a creative, innovative and trend-setting way to address the changing needs of clients. Successful Ateneo CCE participants may earn elective units in AGSB MBA Programs.