



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



Marketing Management **ONLINE PROGRAM**

CREATIVITY & IDEATION

Semptember 4, 11, 18, & 25, 2021

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?

- Executives – Marketing and brand managers, Functional Heads
- Entrepreneurs – Startups, SMEs, social entrepreneurs
- Creative Practitioners – Designers, artists, creatives

OBJECTIVES

At the end of the program, the participants will:

- ➔ Adapt the mindset, philosophies and practices of creative people.
- ➔ Learn several techniques and tools to systematically generate ideas.
- ➔ Generate over 100 ideas for their organizations, businesses or enterprise.

CREATIVITY & IDEATION

Because whether you're making a product, running an organization, starting a movement or a revolution, you need to be great at idea generation.

This online program features various idea generation techniques designed to help the participants efficiently generate groundbreaking ideas and concepts for their organizations and companies.

The program also introduces the participants to the core principles of The Creative Mindset, the philosophies and practices needed to truly become creative management practitioners.

PROGRAM OUTLINE

- I. The Three P's of Creativity: The Creative Product, The Creative Process & The Creative Person**
- II. The Creative Person & Whole Brain Thinking**
- III. Reframing: Generating Powerful Ideation Objectives**
- IV. Idea Generation Technique 1: Generating Ideas by Challenging Clichés**
- V. Idea Generation Technique 2: 10 Ideation Triggers**
- VI. Idea Generation Technique 3: Metaphors, Analogies & Cross Pollination**

RESOURCE PERSON



MR. AARON PALILEO

Mr. Aaron Palileo is the co-founder of CIA Bootleg Manila, a consumer insighting and creative brand strategizing firm in Manila. He is also the ASEAN Director of Creative Intelligence Associates: The Brand Architect Group.

As a management consultant and educator, he has worked with international companies based in the Philippines like Accenture Philippines, FWD Insurance, Globe, Pepsi Philippines, Servier Pharmaceuticals, Unilab and Wyeth Nutrition. He has also consulted and trained many medium to large scale Philippine companies.

He has written and co-written books, articles and case studies on management creativity and innovation. He teaches in the Master in Entrepreneurship and Master in Social Entrepreneurship programs of Ateneo Graduate School of Business. He is also the Program Director for AGSB-CCE's Marketing and Branding Innovation Programs

He is an experienced marketer, having brand-managed Bic Lighters & Shavers, Chupa Chups Lollipops, Freixenet Wines, Gingerbon Candies, Haribo Gummies, Kodak Films, Pez Candy and other multinational brands from US, Europe & Asia.

CREATIVITY & IDEATION

PROGRAM DETAILS

September 4, 11, 18, & 25, 2021
(Saturdays)

1:30 pm - 4:00 pm

Synchronous sessions via Zoom

**Asynchronous sessions via access to the
AteneoBlueCloud (Canvas LMS)**

PROGRAM FEE

Php 11,000.00 (*Early Eagle Rate*)

Php 12,000.00 (*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 Attendance
- Printed Certificate of Course Completion
- Copy of the book “The Creativity Handbook: A Guide for Future Creatives”.

REGISTER NOW!

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SCAN CODE
TO REGISTER



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