



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



Marketing Management **ONLINE PROGRAM**

DIGITAL GUERRILLA: A PRACTICAL BUSINESS FRAMEWORK ON DIGITAL TRANSFORMATION FOR FILIPINO SMES

September 29 & October 1, 6, & 8, 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?

- Senior and middle managers of corporations in search for ideas and areas of opportunity to keep the business relevant in the digital age.
- Legacy and family business owners who seek to innovate and take the first step into digital transformation.
- Passionate employees of legacy companies who seek to take initiative and champion digital transformation in their companies.
- Small and local business owners who want to keep their business growing and thriving under the new normal.

OBJECTIVES

After the course, you will:

- ➔ Examine your marketing department's need and readiness for digital transformation;
- ➔ Envision the kind of transformation that you aim to achieve for your business within the specific area of attracting, keeping and growing your customer base;
- ➔ Identify areas and processes that can and should be streamlined, innovated and/or automated;
- ➔ Create an execution plan to fill the gap between your vision for the near future and your actual present; and
- ➔ Device a sustainability plan that will ensure the continuity of your sales and marketing transformation efforts.

DIGITAL GUERRILLA: A PRACTICAL BUSINESS FRAMEWORK ON DIGITAL TRANSFORMATION FOR FILIPINO SMES

A learning series that will equip and enable you to transform the way you attract, delight and keep your best customers, in order to meet the demands of the new normal and beyond.

PROGRAM OUTLINE

- I. Examine**
 - A. Setting a common understanding: our core beliefs on real and lasting transformation
 - B. The “Human Plus” Innovation Model
 - C. A guided examination of your existing processes and workplace culture when it comes to dealing with customers
 - D. Identifying blockage and bottlenecks
 - E. Presentation of diagnostic template
 - F. Group work

- II. Envision**
 - A. Presentation of outputs
 - B. Case studies and real-life examples of mSMEs
 - C. Creation of digital transformation roadmap

- III. Execute**
 - A. Filling the gap between your current scenario and your transformation peg
 - B. Building your transformation arsenal with easily available tools and platforms for automating and digitizing
 - C. Group work

- IV. Ensure Sustainability**
 - A. How to communicate your digital transformation roadmap and execution plan
 - B. Designing a framework
 - C. Group work and Final Presentation

RESOURCE PERSON



MS. GRETCHEN VERAN

Ms. Gretchen Veran is a digital marketing and transformation advocate with a penchant for execution, a pursuit of growth, and a passion for educating and enabling Micro, Small, and Medium Enterprises (MSMEs). Her areas of expertise include digital marketing strategy, product development, business process automation, customer experience mapping, creative direction, and online course creation and delivery - honed by her dedicated experience as a digital marketing consultant, trainer, and content manager for several brands and companies. She has worked for international firms such as Pacific Ace Hong Kong, PASCOR Shipping, and Pacific Ace Savings Bank. She is a leader and entrepreneur who has been honed and humbled by more than 10 years of extensive business development and marketing experience across multiple industries. Ms. Veran is the founder of Get Smarter and Better, a digital space that educates people regarding productivity tools and the proper use of digital marketing platforms.

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PROGRAM DETAILS

September 29 & October 1, 6, & 8, 2021
Wednesdays & Fridays
8:30 am - 12:00 nn
via **ZOOM**

PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate until September 15*)
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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Experience
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