



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



Marketing Management **ONLINE PROGRAM**

DIGITAL MARKETING

May 11, 12, 14, 18, 19, and 21, 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?

Brand Managers, Marketing Managers, Marketing Practitioners, Business Owners or anyone who wants to gain knowledge about Digital Marketing and how it can help a business achieve its goals.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Evaluate and analyze essential digital marketing platforms like the Website, Social Media, Search and Display, Mobile, Email, and how they fit (or not) into the overall marketing strategy of a business;
- ➔ Formulate a content strategy that will support marketing objectives;
- ➔ Effectively protect and enhance the online reputation of a business;
- ➔ Learn to integrate digital technology into the overall marketing strategy of a business;
- ➔ Develop a Digital Marketing Plan that will help a brand achieve its desired objectives; and
- ➔ Analyze the performance of digital marketing campaigns to measure their effectiveness.
- ➔ Use digital communications technologies and strategy in an ethical manner

DIGITAL MARKETING

This program is a practical approach to digital marketing. It combines a strategic view of digital marketing in the context of the overall marketing strategy of a business, with a tactical assessment of essential digital tools and platforms available today. This course is not an instructional workshop on how to set up and manage Websites or social media accounts. Rather, it aims to help participants integrate the various digital tools and technology in Marketing Management.

PROGRAM OUTLINE

- I. Introduction to Digital Marketing**
- II. Digital Trends**
- III. Content Marketing**
- IV. Mobile Marketing**
- V. Online Crisis**
- VI. Overview of E-Commerce**

RESOURCE PERSON



MS. ANNAMARIE V. DY

Ms. Anna Dy is the Country Head for Twitter under MediaDonuts – the exclusive partner of Twitter in the Philippines. Aside from her experience in banking and the UN, Ms. Dy pursues passion projects in e-commerce, digital publishing, as well as business consulting.

During her graduate studies, she worked part-time helping small businesses in Chicago USA area build their business plans. In 2009, she joined Summit Digital where she launched several websites and led the company to become one of the leading digital publishers in the country. She was also the General Manager of Summit Connect, a digital marketing agency working with a variety of brands to help them maximize the digital medium in order to reach their business goals.

Ms. Dy earned her undergraduate degree in Business Management from the Ateneo de Manila University. She completed her MBA from the University of Illinois at Chicago USA with concentrations in Marketing, International Business, and Organization Development.

DIGITAL MARKETING

PROGRAM DETAILS

May 11, 12, 14, 18, 19, and 21, 2022

Wednesdays, Thursdays

5:30 pm - 9:00 pm

Saturdays

8:30 am - 12:00 pm

via **ZOOM**

PROGRAM FEE

Php 15,000.00 (*Early Eagle Rate until April 27*)

Php 16,500.00 (*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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