



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



Marketing Management **ONLINE PROGRAM**

MARKETING COMMUNICATIONS

October 17, 19, 21 & 24, 2020 | via **ZOOM**

The background of the slide is a photograph of a university hallway. Two young women are walking towards the camera, smiling and talking. They are carrying books and bags. In the background, another student is visible, and a clock is mounted on the wall. The hallway has a polished floor and brick walls on one side.

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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?

Young Professionals (Middle Managers) in marketing or sales and entrepreneurs who want to get a better understanding of the role of Marcom in the Marketing process and how to develop and market products and services in a more insightful, creative and systematic manner.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Learn how Marketing Communications play a critical part in the success of a Brand's marketing;
- ➔ Have a good working knowledge of the communication process (Case Studies);
- ➔ Understand how consumer insight can provide meaningful connection that is essential in defining perception and differentiating a brand; and
- ➔ Learn how to use Marcom in the Digital age.

MARKETING COMMUNICATIONS

In the age of the new normal, we either Pivot or Perish in order to survive the massive challenges that are facing us. Some may have changed careers or started their own businesses - whether this is a product or a service. Marketing Communications Course Program will show learners how to effectively create and communicate their Brand to their Target Market.

At the end of the day, you want your Brand to be differentiated and we will show you how Consumer Insights can help you do this. You will also learn from Inspiring Case Studies that show how to use Marketing Communications in Digital Media. All these will equip you and your Brand succeed in today's hyper competitive environment.

PROGRAM OUTLINE

I. **MODULE 1**

- A. Introduction of Resource Person and the Learners
- B. Lecture: Introduction to Marketing Communication and its critical role in the Modern Marketing Process

II. **MODULE 2**

- A. The Marketing Communications process
- B. Consumer Insights and its importance
- C. Case Studies
- D. Steps in preparing Marketing Communications Campaign

III. **MODULE 3**

- A. Marketing Communication in the Digital Age
- B. Adapting the principles of Marcom in the New Normal

IV. **MODULE 4**

- A. Group Presentation of Marketing Communication Plan

RESOURCE PERSON



**MS. ELEANOR S.
MODESTO**

Ms. Eleanor S. Modesto was a Digital Strategy Advisor of Nurun, the global digital network of Publicis Worldwide. She also conducts workshops on creativity, presentation skills, new business and marketing communications around the Asia Pacific Region. She is a regular resource person in marketing communications, brand building, and consumer insight for conferences, summits, workshops, seminars and media interviews. Ms. Modesto was also a speaker and facilitator at the Asia Pacific Media Forum held every two years in Bali, Indonesia.

She was CEO of Lintas Jakarta for over 2 decades when the agency was the number one advertising agency in Indonesia. Initially she was Executive Creative Director of Lintas Jakarta (now Mullen Jakarta); Creative Director of Lintas Manila (now Mullen Group Manila); and Associate Creative Director of Ace-Compton (now Saatchi & Saatchi). She conducted workshops for Bates141, GroupM, Leo Burnett, Bintang 7, Darya Varia, Lowe, JWT, First Media, AKV TV, Unilever, InterAct Carlson, Activate, TBWA, DDB, Group M, and Cabe Rawit, among others.

Ms. Modesto graduated from the University of the Philippines, with a degree in Visual Communication. She graduated cum laude. She was the first Agora Awardee for Regional Marketing Communications by the Philippine Marketing Association.

MARKETING COMMUNICATIONS

PROGRAM DETAILS

Schedule via ZOOM:

October 17, 19, 21 & 24, 2020

Monday & Wednesday: 5:00 pm - 8:30 pm

Saturdays: 8:30 am - 12:00 pm

PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate*)

Php 11,000.00 (*Regular Rate*)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Certificate of course completion
- Soft copies of materials Ateneo Blue Cloud (Canvas LMS)
- Digital badge

REGISTER NOW!

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