



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



Marketing Management **ONLINE PROGRAM**

---

# MARKETING COMMUNICATIONS

---

**November 17, 18, 22, & 24, 2021**

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



# CONTENT

About AGSB-CCE

Who Should Attend?

Objectives

Program Content

Program Director

Resource Person

Program Inclusions and Fees

# 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?

1. Marketing and sales professionals as well as entrepreneurs who want to have a better understanding how to market products in a more accurate, insightful, creative, and systematic manner.
2. Middle management professionals preparing for general management

## 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 Marketing Communications in the Digital age in an ethical manner so that customers make informed purchase and usage decisions.

# 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 to 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

# PROGRAM DIRECTOR



**MR. CLEMENTE B.  
COLAYCO**

Ateneo Graduate School of Business-Center for Continuing Education (AGSB-CCE) Marketing Program Director, brings with him 23 years of experience as an international footwear marketer having worked with major Italian (Cebo Italia) and German (Far East Grohmann Footwear H.K.) shoe making and trading companies buying from Vietnam, Thailand and China exporting to Europe since 1987. He has managed product development, merchandising, production, and sales in all these business endeavors. He has a Regis MBA degree with honors from AGSB in 2000. He then taught International Marketing at AGSB from 2001 to 2003. He has a bachelor's degree in Business Economics from the University of the Philippines.

# 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

November 17, 18, 22, & 24, 2021  
Monday, Wednesdays, & Thursday  
5:00 pm - 8:30 pm  
via **ZOOM**

## PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate until November 3*)  
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 Course Completion

## REGISTER NOW!

Ms. Irene Chavez  
(+63) 915 133 8552  
ichavez@ateneo.edu  
sales.cce@ateneo.edu

SCAN CODE  
TO REGISTER





*Experience*  
**EXCELLENCE**