



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



Marketing Management **ONLINE PROGRAM**

SERVICES MARKETING

November 8, 12, 15, & 16

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 a better understanding of how to market products in a more accurate, insightful creative and systematic manner.
2. Middle management professionals preparing for general management positions.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Understand the general concepts of services: definition, categories, unique characteristics, difference from tangible goods;
- ➔ Identify the factors that influence the customer's service experience;
- ➔ Exercise care in the design, delivery and communicating the promised benefits of services given the subjectivity involved in defining and assessing quality standards and customer satisfaction in the delivery of services, especially where lives or well-being is at risk (health care) or differing value perception between customers and sellers leads to unmet expectations;
- ➔ Build a service model by applying the expanded marketing mix; and
- ➔ Learn service strategies to satisfy and retain customers and to build competitive advantage across industries.

SERVICES MARKETING

Services dominate the economy and our daily life. Growth of the service sector in global economies is significant and nearly all companies regard service as vital to retaining customers. Even manufacturing companies, once dependent on tangible goods, now recognize service as a provider of sustainable competitive advantage and business growth.

Marketing and managing services, however, present certain challenges due to the unique characteristics of services. This program will tackle service marketing concepts, approaches and strategies for developing and delivering high quality and profitable services to promote customer loyalty and strengthen your company's position in a highly competitive market.

PROGRAM OUTLINE

- I. Foundations for Services Marketing**
 - A. Introduction to Services
 - B. Why services marketing?
 - C. Services versus goods
 - D. Distinctive characteristics of services
- II. The Service Consumption Process: Understanding the customer experience**
 - A. Pre-purchase stage
 - B. Service encounter stage
 - C. Post-encounter stage
- III. The Expanded Services Marketing Mix**
 - A. The 4Ps + Process, Physical environment, People
 1. Managing service processes
 2. Designing the service environment
 3. Managing people for service advantage
- IV. Managing the Service Promise: Strive for service excellence**
 - A. Building relationships: satisfying and delighting customers
 1. The service quality model
 2. Using the voice of the customer to identify relevant service metrics
 3. Measuring customer satisfaction

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. ANAMARIA M.
MERCADO**

Ms. Anamaria M. Mercado has several years of experience in the fields of business development and management, process improvement, and training & development. Her corporate life included 12 years in a multinational company where she started as a Marketing Analyst and later became a Group Manager for Sales and Marketing. Over those years, she worked with various types of customers (direct end-users and corporate accounts) and a mix of trade partners including distributors, dealers and retailers. She began her professional training and consulting work as Country Manager in an international consulting firm where she provided training and coaching services to companies across multiple industries.

Currently, she co-manages a research company specializing in measuring customer experiences, and co-owns two franchise companies. She is the Program Director for Service Excellence and Six Sigma Programs in the Ateneo Center for Continuing Education and a faculty member of the Ateneo Graduate School of Business.

Ms. Mercado has a Bachelors degree in Business Economics and post-graduate units in Professional Education from the University of the Philippines. She also has a Masters Degree in Business Administration from the Ateneo Graduate School of Business.

SERVICES MARKETING

PROGRAM DETAILS

Schedule via ZOOM:

November 8, 12, 15, & 16
Mondays, Tuesday & Friday
6:00 pm - 9:30 pm
via ZOOM

PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate until October 25*)
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