



# The Science behind Marketing: The Pathway to Brand Growth.

## OVERVIEW

Brand recovery is the marching order of the day. In this uncertain time, a degree of predictability is needed. Our resources are limited, and companies are looking for ways to reorient their path to brand recovery towards growth. Being cognizant of how to navigate the growth journey entails knowledge of the actual behavior of customers and its implications to product categories, and brand performance.

Understanding evidence-based patterns in marketing is one of the most effective tools in formulating sound brand strategies. These patterns have been validated across categories (FMCG, financial services, pharmaceutical, among others), across markets, and across countries. Learn more about the science behind marketing and gain a deeper perspective and confidence to pursue brand growth.

The course has two parts:

### Part 1: UNDERSTANDING THE CUSTOMERS AND HARNESSING THEIR BUYING POTENTIAL

The first part of the course will answer the following fundamental questions: Do consumers have loyalty? Are consumers passionate about the brands they buy? Does product differentiation command purchase or is there something else? What is the critical element to brand growth that translates to improved sales and increased market share? Would you do a loyalty program or a mass marketing? What are the brand and category dynamics behind brand growth? What is brand saliency?

### Part 2: BRAND REBOOT: REDEFINING YOUR BRAND'S FUTURE

The second part will lay down the groundwork in ensuring brand growth. This will take you through the new theories of brand competition, the critical elements to a successful brand launch, the application of the principles learned during the sessions to offline and online shopping. This session will also take you through the trends in the context of COVID 19 to help you determine your next steps in navigating the future.

## PROGRAM OBJECTIVES

- To equip the participants with the new perspectives in achieving brand growth
- To understand and recognize the dynamics of consumers as buyers
- To gain insights from case studies, empirical research, and learnings from the course

## WHAT THE PROGRAM COVERS

The course covers the new approaches in marketing, evidence-based patterns in brand performance, buying behavior, category dynamics, the key factors of a successful launch of new brands, and application to e-commerce. Each part will be conducted in five (5) half-day sessions (total of 10 sessions).

## WHO SHOULD ATTEND

The course is recommended for junior and senior executives in marketing, sales, supply chain, new product development team, finance, account managers of advertising agencies, entrepreneurs. They could come from across all industries (e.g. FMCG, Telecommunications, pharmaceutical, financial services).

## PROGRAM SCHEDULE

Part 1: July 27, 29, 31, August 3, 5, 2020

Part 2: September 2, 4, 7, 9, 11, 2020  
8:30 AM to 12:00 PM (GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via Zoom

## PROGRAM FEE

PHP 40,000.00 or USD 800.00

\*USD 1 = PHP 50.00

Program can be taken as a whole or by selecting either Part 1 or Part 2. Each part has a fee of PHP 25,000.00 or USD 500.00.

Contact your Business Development Coordinator for guidance.

## YOUR PROGRAM FACULTY



Pablo L. Espinosa, Jr.  
Adjunct Faculty  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>



## FOR INQUIRIES:

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## Your Program Faculty



Pablo L. Espinosa, Jr.  
Adjunct Faculty  
Asian Institute of Management

Pablo L. Espinosa, Jr. is an Adjunct Faculty of the Asian Institute of Management. His marketing experience as a senior executive covers over 20 years of managing market leader brands and portfolios in both multinational and local companies, among them, Colgate-Palmolive, Wyeth Nutritionals, Royal Friesland Campina, SMART Telecommunications and Personal Collection Direct Selling, Inc. He led and managed extremely challenging brands and catapulted them to sustained growth increased in market shares and achieved penetration rate goals. He also led new product development projects and successfully launched them.

Mr. Espinosa earned his Master in Business Management at the Asian Institute of Management, Dean's Lister. He finished all academic requirements in the Master in Philosophy at the Ateneo de Manila University. He earned his Political Science degree at the University of Philippines, Diliman. His interests include sustainable communities and recently partnered with the Institute of Social Order, Ateneo de Manila University, on a marine sanctuary project.

