The Science behind Marketing: The Pathway to Brand Growth
Online Program

Program runs August 2021 and March 2022
The Science behind Marketing:
The Pathway to Brand Growth Online Program

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 SCHEDULE (10 HALF-DAYS)
BATCH 1:
August 2 to 23, 2021
August 2, 4, 6, 9, 11, 13, 16, 18, 20, 23, 2021
1:30 PM to 5:00 PM (GMT+08) on all dates

BATCH 2:
March 14 to April 4, 2022
March 14, 16, 19, 21, 23, 25, 28, 30, April 1, 4, 2022
1:30 PM to 5:00 PM (GMT+08) on all dates

PROGRAM FORMAT
Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE
PHP 50,000.00 or USD 1,000.00
*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.

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 or visit https://go.aim.edu/seellinquiries.
Download our latest program calendar at https://go.aim.edu/seellprogramcalendar.
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 Nutritional, 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.