



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Marketing Manager Development

Drive Customer-Centric Brand Management
and Marketing Strategies

Program runs February 2022 and May 2022



Marketing Manager Development

Drive Customer-Centric Brand Management and Marketing Growth Strategies

OVERVIEW

In today's highly competitive marketplace, acquiring and retaining customers need a consumer-driven strategy. With the rapid growth of digital communications and ease of access to information and consumer data, customers expect companies to know their insights and provide an excellent brand experience in exchange for their loyalty.

To remain competitive, marketing organizations must rethink their traditional strategies and adopt a more consumer-driven approach. The development of Marketing Managers, therefore, is crucial. Marketing Managers and professionals need to develop and manage agile, less complex, responsive, and innovative marketing teams who meaningfully address customer needs. They need to maximize the latest digital platforms and use data analytics to determine and address evolving consumer preferences and buying behaviors.

By joining the program, participants will develop the leadership and management skills necessary to drive customer-centric brand and marketing strategies for the company. They will be armed to lead strong and agile marketing teams that can pivot new product and business development, create innovative marketing campaigns, and acquire and retain new customers. They will be equipped with top-notch skills and the latest tools needed for a competitive advantage in today's challenging, consumer-driven marketplace and drive business growth.

SCHEDULE (12 HALF-DAYS)

May 09 to June 02, 2022
May 11, 13, 16, 18, 20, 23, 25, 27, 30, June 1, 2, 6 (PM) 2022

1:30 PM to 5:00 PM (GMT+08) on all dates

September 05 to September 30, 2022
Sept 5, 7, 9, 12, 14, 16, 19, 21, 23, 26, 28, 30, 2022 (PM) MWF

FORMAT

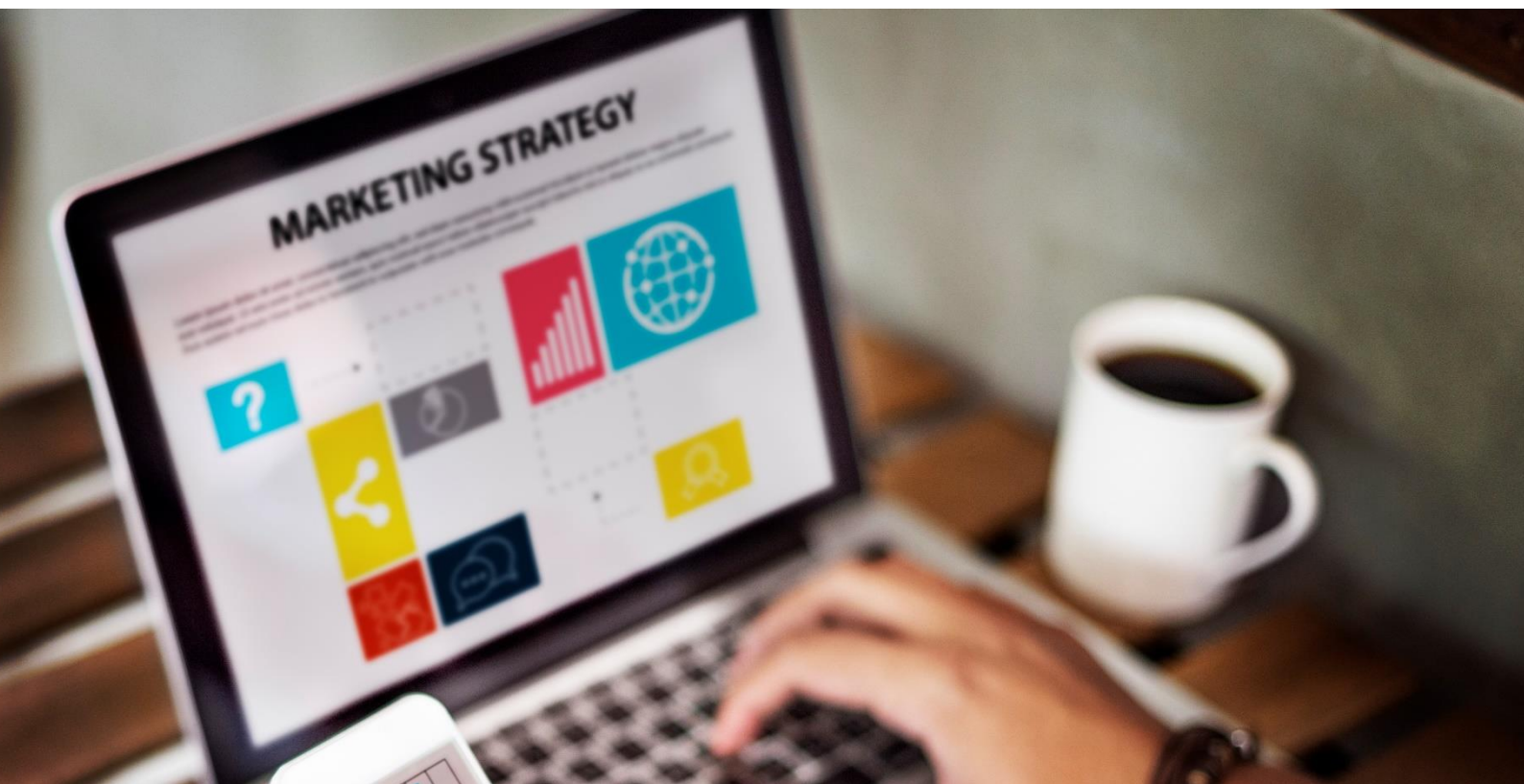
Virtual Live via Zoom

FEES

PHP 75,000.00 or USD 1,500.00
*USD 1 = PHP 50.00

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

Alumni status will be granted upon completion of the program





PROGRAM OBJECTIVES

This interactive online program aims to develop top-notch Marketing Managers and professionals who can develop and execute consumer-driven strategies and lead and manage agile, adaptive marketing teams.

By joining the program, participants will:

- Understand the “Creative Leadership” framework that will help them drive innovation in brand marketing, channel management, and trade activities
- Gain fresh insights and a deeper understanding of marketing management, research, and analytics, product management, trade marketing, and digital marketing
- Gain a deeper understanding of marketing management, market research, marketing analytics, product management, trade marketing, and digital marketing
- Develop strategic thinking, ability to execute plans with excellence, and ability to lead and manage change within the marketing organization
- Be able to immediately apply learnings and best practices in day-to-day marketing operations and activities.

KEY BENEFITS

Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn from AIM’s world-class faculty and its network of industry leaders and practitioners.

Gain a Deeper Understanding of Customer-Centric Brand and Marketing Strategies

The program will enrich the knowledge of different Marketing Managers and professionals about customer-centric brand and marketing management. They will be equipped with the skills and tools needed to design and execute strategies that respond to evolving consumer needs and buying behavior, and ultimately, provide excellent brand experiences.

Enhanced Leadership and Management Skills

The program enhances the participants’ capability to develop, lead, and manage agile, responsive, and innovative marketing teams that can effectively execute customer-centric marketing plans.

WHO SHOULD ATTEND

Managers and Professionals who want to be top-notch marketers, including Marketing Managers, Product Managers, Brand Managers, Trade and Channel Marketing Managers, and Marketing Specialists.

Entrepreneurs and Business Owners who want to better manage their product marketing responsibilities by strengthening their marketing knowledge and capabilities.



FOR INQUIRIES:
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WHAT YOU WILL LEARN

PROGRAM LEARNING CONTENT





Your Program Faculty



Alberto G. Mateo, Jr.
Clinical Professor
Head, School of Executive Education and Lifelong Learning
Asian Institute of Management

Professor Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions.

He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



Paolo Mercado
Founder & President, Creative Economy Council of the Philippines
MBA Berlin School of Creative Leadership, Steinbeis University
Program Director & Adjunct Faculty, AIM Creative Leadership Program

Paolo Mercado is the founding president of the Creative Economy Council of the Philippines, a think tank group that is advocating for the recognition of creative industries as the country's next economic growth driver. The CECP works closely with creative industries, government agencies and academe to drive a creative economy roadmap including policy, creative industries mapping & incentives, creative cities & clusters, creative tourism, and creative education.

Paolo is a seasoned international marketing & advertising leader with close to 25 years of experience in the field. Paolo spent 12 years with Nestle, first at the Nestle Head Office in Switzerland as Global Manager for Communication and Consumer Insight. He progressed quickly to become SVP Head of Marketing & Consumer Communications for Nestle China and after that as SVP Head of Marketing, Communication and Innovation for Nestle Philippines.

Prior to Nestle, Paolo worked in advertising for more than 12 years. He worked at the Publicis head office in Paris where he first served as International Brand Director and then later as Deputy Worldwide Account Director. He first started as a consumer and audience insight manager in Basic Advertising, and moved up to Head of Strategic Planning, then COO and Managing Director for Publicis in the Philippines.

Paolo graduated Magna cum Laude with a degree in Psychology from the Ateneo de Manila University. Paolo is the first Filipino to graduate from the Berlin School of Creative Leadership executive MBA program where he graduated valedictorian in 2017 for his thesis on creative economy.



Rafael L. Camus
Clinical Professor, Strategy
Asian Institute of Management

Rico has 14 years of management experience in Sales and Marketing, covering various products and industries, including consumer pharmaceuticals and mobile telecommunications. He moved over to the media industry in 2003, with ABS CBN Corp., as convergence became a buzzword and retired there after 17 years in different divisions and responsibilities. His most recent responsibility as Innovation Officer involves consulting with the operating business units and building a culture of innovation. He holds an MBA, with a concentration in Marketing and a minor in Decision Sciences, from the Wharton School of the University of Pennsylvania.





Stephanie B. Guerrero
Adjunct Faculty
Asian Institute of Management

Stephanie Balois Guerrero has over 15 years' experience in marketing and sales. She has experience in digital marketing, brand development, brand building, customer marketing, and operations, not only in the Philippines but in South East Asia and the US as well. She has worked in established organizations such as Unilever, Citibank, AXA, and Warner Bros, and start-up environments such as Uber. Her exposure to different industries, such as food and beverage, fast-moving consumer goods, financial services, banking, entertainment, and tech, make her an excellent resource for different types of businesses. Prior to teaching, she was Marketing Director for Tim Hortons, Philippines. She is passionate about the consumer and is an advocate of digital marketing.

Stephanie has a degree in Industrial Engineering from the University of the Philippines and an MBA from Harvard Business School.



Maria Luisa C. Delayco, PhD
Associate Professor
Asian Institute of Management

Professor Luisa's expertise lies in Marketing Research, Consumer Behavior and Social Marketing. As the former Dean and Chair of the Marketing Management Department of the RVR College of Business, De La Salle University, she initiated curriculum development using Outcomes-Based Education for 9 undergraduate programs highlighting the interdisciplinary character of the K to 12 intakes, attained recognition as COE for 3 programs in the College, and attained AUN Qa standard for 2 programs. She also progressed course-related projects to a department-led campaign to address particular societal issues related to the youth segment. She was formerly an Associate Professor for Hankuk University of Foreign Studies, College of Business Administration in Seoul, Korea. She holds a PhD in Communication from the University of the Philippines.



Babak Hayati, PhD
Associate Professor
Head, Research and Publications
Asian Institute of Management

Babak Hayati, PhD holds a PhD in Business Administration from the University of Houston (USA). He is a Marketing Strategist and Consultant for multiple Fortune 500 and startup companies across the US and Asia. His expertise lies in Marketing Strategy, Sales Management, and Digital Marketing.



Madhavi Devaraj
Associate Professor and Senior Data Scientist
Asian Institute of Management

Professor Madhavi has over 7 years of IT & Data Science Experience and over 15 years of University Level teaching experience at various international universities. She also has over 5 years of hands-on experience with data mining & Data Analytics tasks which include developing machine learning models, Predictive Analysis, Artificial Intelligence, Deep Learning, Information Extraction, Sentiment Analysis, Building Recommendation Engine, Customer Segmentation, Big Data Analysis, and statistical data mining to solve challenging business problems. She was formerly with Accenture where she served as Data Science Lead. She holds a PhD in Computer Science from the Dr. APJ Abdul Kalam Technical University, India.





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Marju P. Geslani
Adjunct Faculty
Asian Institute of Management

Currently the Customer Marketing Group Head and E-Commerce Head for Nutri Asia Inc., Marju has extensive experience in Sales Strategy, Brand Management, and People Management. Having previously worked for Procter & Gamble, his accountabilities include developing marketing strategies and plans, management of marketing mix, managing agencies and distributors, measuring success and managing budgets. He was also responsible for over-all commercial operations of Professional business in the Philippines. He was formerly an Instructor at De La Salle University - Dasmarias and taught Strategic Management and Business Psychology. He holds a degree in BSC Business Management and Entrepreneurship and MBA from San Beda University.



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Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants two (2) units which can be credited to the Post-Graduate Certificate in Sales and Marketing Management.

*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn two (2) units which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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