



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Product Marketing Management Program

Developing product management skills needed to be competitive in the 21st Century

**Program starts May 2, 2022**



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## OVERVIEW

In today's highly competitive marketplace, understanding how product management can improve sales performance for the business is necessary to drive growth and competitiveness. Product management is a process that focuses on bringing a new product to the market successfully or maximizing the branding advantage for an existing one. It starts with an idea of a product that a customer will interact with and evaluates how the product fits their unmet needs and pain points. Product management unites business, R&D, marketing, finance, and sales management to drive business growth and competitiveness. Studies show that effective product management can significantly increase the profit of an organization.

In this pandemic situation and intense business competition, companies must rethink their product management model and growth strategies. This program aims to guide participants through the various stages of product management - introduction, growth, maturity, and decline. The program will help deep dive to understand product management and product strategy, develop and launch new products, develop and grow brands, define the right brand image and elements, and develop brand strategies. The program will guide you in making strategic choices and developing a clear and focused brand strategy that can serve as a source of market differentiation and competitiveness.

In this course, participants will learn how to develop a successful brand and product strategy for their product or portfolio of products and services. The program will take the participants on a journey - from introducing them to successful products and brands to equip them to design their Brand's architecture, manage a portfolio of brands, and finally think about how to embed the "Brand" at all levels of the organization. Participants will be exposed to several resource industry experts who can share real-life best practices in key areas of commercial operations.

## PROGRAM OBJECTIVES

At the end of the course, participants will be able to:

1. Develop product vision and strategy.
2. Understand products and products strategy
3. Develop and launch a new product or service offering
4. Learn what are brands and how to develop brands
5. Define Brand and its key elements
6. Create brand strategies
7. Management of Team and Stakeholders in product management

## WHAT YOU WILL LEARN

- Product Management Process
- Category Management
- Product Life Cycle
- Marketing Mix
- Demand Management
- Supply Planning
- Brand Activation
- Channels of Distribution



## FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)

## PROGRAM SCHEDULE

May 3, 5, 10, 12, 17, 19, 24, 26, 31 June 2, 7, 9, 2022 TTH  
5:30 PM-9:00 PM (GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

## PROGRAM FEE

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

## YOUR PROGRAM FACULTY



**Marju P. Geslani**  
Program Director  
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>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>

Alumni status will be granted upon completion of the program



#### KEY BENEFITS

- Understand the concept and importance of Product Management
- Drive an effective Product Promotions and Budget Management process
- Develop and create a good Primary Sales Forecasting model
- Execute Brand Activation with Excellence
- Understand SKU Portfolio Management
- A deeper understanding of Category Business Planning
- Understand Channel Business Planning and Customization
- Drive and create Brand Loyalty Programs

#### WHO SHOULD ATTEND

The program is intended for those new, aspiring, and experienced Brand and product managers, marketing managers, supervisors, and specialists. This is also open to business owners and professionals who need solid knowledge of the fundamentals of marketing management, namely:

- Category Managers
- Senior Brand/Brand Managers
- Trade Marketing Managers
- Sales Professionals with additional marketing responsibilities
- Brand Assistants/ Managers/Directors
- Senior Business Managers
- Merchandising Buyers/Category Buyers of Retailers
- Start-up Entrepreneurs who need to develop a Sales and Marketing plan for Innovation



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## Learning Content

### Day 1

Transition to  
Leadership

### Day 2

Understanding  
Products

### Day 3

Product Life  
Cycle

### Day 4

Product Demand  
Forecasting

### Day 5

Understanding  
Market Trends

### Day 6

New Product  
Development

### Day 7

New Product  
Launches

### Day 8

Defining Product  
Pipeline and  
Succeeding  
Forecast

### Day 9

Brand Model,  
Essence and  
Values

### Day 10

Brand Strategy  
Development  
Part 1

### Day 11

Brand Strategy  
Development  
Part 2

### Day 12

Excellence in  
Execution



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## Your Program Faculty



**Marju P. Geslani**  
Program Director  
Asian Institute of Management

Mr. Marju P. Geslani is an experienced Sales and Marketing practitioner, entrepreneur, and educator. He earned his MBA and Undergraduate Degrees in San Beda College and completed Management Development Program at the Asian Institute of Management. Professor Geslani brings with him twenty-four years of progressive experience in the fields of Sales and Channel Management, Brand Marketing, Brand Operations, Trade Marketing, Shopper Marketing and E-commerce with Multinational FMCG and Telecommunication companies.

He is currently the Customer Marketing Group Head and E-Commerce Head of Nutri-Asia, Inc. Prior to joining Nutri-Asia, he was with Procter and Gamble as Country Commercial Manager of Professional Business, and as Brand Operations Director.



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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 following:

- 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 Managemtn 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](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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