



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Marketing Manager Development

Drive Customer-Centric Brand Management
and Marketing Strategies

Program starts in April 2024



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.

PROGRAM SCHEDULE

Live Online

- April 19, 23, 26, 30, 2024
- May 3, 7, 10, 14, 17, 21, 2024
- 5:30 PM to 9:00 PM

Face-to-Face On-campus

- May 24, 2024
- 8:30 AM to 5:00 PM

(GMT+08) on all dates

PROGRAM FEES

PHP 75,990.00 or USD 1,382.00*

*The prevailing exchange rate at the date of payment may apply.

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

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>





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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123 Paseo de Roxas, Makati City Philippines 1229
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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.



Marju P. Geslani
Adjunct Faculty
Asian Institute of Management

Currently the Customer Marketing Group 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.





Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate 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 Postgraduate 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 Postgraduate Certificate in Marketing Management.

*Postgraduate Certificates require five (5) units earned within two (2) years.

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

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

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate 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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