



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Brand Manager Development

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

Program starts in May 2024



Brand Manager Development

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

OVERVIEW

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

Companies must rethink their product management model and growth strategies in this pandemic and intense business competition. This program aims to guide participants through the various stages of brand management - introduction, growth, maturity, and decline. The program will help deep dive to understand brand 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 Brand management

PROGRAM SCHEDULE

Live Online

- May 15, 18, 22, 25, 29, 2024
- June 1, 5, 8, 2024
- 5:30 PM to 9:00 PM

Face to Face On-campus

- June 15, 2024
- 8:30 AM to 5:00 PM

(GMT+08) on all dates

PROGRAM FEE

PHP 50,990.00 or USD 927.00*

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

Alumni status will be granted upon completion of the program

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 or visit <https://go.aim.edu/seellinquiries> <https://go.aim.edu/seellprogramcalendar>



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 | +632 8892 4011 | www.aim.edu



WHAT YOU WILL LEARN

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

KEY BENEFITS

- Understand the concept and importance of Brand Management
- Drive an effective Brand 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



Learning Content

Day 1
Understanding
Products

Day 2
Product Life
Cycle

Day 3
Product Demand
Forecasting

Day 4
Understanding
Market Trends

Day 5
New Product
Development

Day 6
New Product
Launches

Day 7
Defining Product
Pipeline and
Succeeding
Forecast

Day 8
Brand Model,
Essence, and
Values

Day 9
Brand Strategy
Development
Part 1

Day 10
Brand Strategy
Development
Part 2



Your Program Faculty



Marju P. Geslani
Adjunct Faculty
Asian Institute of Management

Marju P. Geslani is an experienced Sales and Marketing executive, entrepreneur, and educator.

He earned his MBA and Undergraduate Degrees from San Beda College and completed the Management Development Program at the Asian Institute of Management. Professor Geslani brings with him twenty-five years of progressive experience in the fields of Sales and Channel Management, Brand Marketing, Brand Operations, Trial Marketing, Trade Marketing, Shopper Marketing, and E-commerce with Multinational FMCG and Telecommunication companies.

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





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 Postgraduate 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 following:

- 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 on designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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 | +632 8892 4011 | www.aim.edu