



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Executive Certificate in Strategic Marketing for Chief Marketing Officers

Forging Future-Focused Leaders, Driving Data-Driven Strategies,
and Igniting Innovation



EXECUTIVE
EDUCATION
2024 RANKING

Program Overview

The contemporary business landscape is characterized by volatility, uncertainty, complexity, and ambiguity (VUCA). The digital age, with its technological advancements, social media, and accessible information, has further transformed consumer behavior and market dynamics. In this environment, Chief Marketing Officers (CMOs) play a pivotal role in driving business growth. They must lead their organizations in adopting data-driven, consumer-centric strategies by leveraging market research and analytics to identify trends and shifts. They also need to spearhead innovation by utilizing digital platforms to acquire, manage, and retain customers.

The Executive Certificate in Strategic Marketing for Chief Marketing Officers is specifically tailored to tackle these challenges and opportunities. This program aims to enable CMOs to become forward-thinking leaders capable of establishing and leading top-performing marketing teams, navigating the intricacies of the digital era, and fostering sustainable growth for their organizations. It provides participants with the latest knowledge and skills required to create and implement innovative marketing strategies that capitalize on data analytics, digital technologies, and consumer insights.



Through a blend of theoretical frameworks and practical applications, the program fosters a strategic mindset that enables CMOs to anticipate market trends, identify new opportunities, and make informed decisions that create a competitive advantage. It also emphasizes the importance of ethical and collaborative leadership to ensure that marketing efforts prioritize customer satisfaction, brand reputation, and long-term value creation.

Participating in this program will give CMOs a competitive edge, help them expand their professional network, and accelerate their career growth. This will equip them to lead their organizations into the future, drive innovation, and achieve sustainable success in an ever-changing marketplace.

Program Objectives

Champion data-driven marketing strategies

Empower CMOs to utilize data analytics, digital technologies, and consumer insights to inform and optimize marketing campaigns and achieve measurable business results.

Build and lead high-performing marketing teams

Enhance CMOs' ability to recruit, develop, and inspire talented marketing professionals while fostering a culture of collaboration, innovation, and customer focus.

Cultivate strategic foresight

Develop CMOs' capacity to anticipate market trends, identify emerging opportunities, and make proactive decisions that drive competitive advantage and long-term growth.

Drive innovation and new product development

Guide CMOs in developing and implementing innovative marketing strategies and launching successful new products through courses on design thinking and digital marketing strategy.

Ensure customer-centric marketing practices

Launch marketing strategies and tactics rooted in a deep understanding of customer needs, preferences, and behaviors to deliver exceptional experiences that build affinity, loyalty, and advocacy.

What Will You Learn

Corporate Branding	Customer Insight Strategy
Market and Customer Research	Marketing Analytics
Product Management	Trade Marketing
Design Thinking for New Product Development	Marketing Leadership
Digital Marketing Strategy	Customer Relations Management

Learning Content

DAY 1 Transition to Leadership	DAY 2 Market and Customer Research	DAY 3 Digital Marketing
DAY 4 Market and Customer Research	DAY 5 Trade Marketing	DAY 6 Trade Marketing
DAY 7 Marketing Finance	DAY 8 Marketing Analytics	DAY 9 Product Management

Learning Content

DAY 10 Product Management	DAY 11 Product Management	DAY 12 Corporate Branding
DAY 13 Corporate Branding	DAY 14 Corporate Branding	DAY 15 Corporate Branding
DAY 16 Marketing Leadership	DAY 17 Marketing Analytics	DAY 18 Design Thinking for New Product Development
DAY 19 Design Thinking for New Product Development	DAY 20 Business Model Canvas	DAY 21 Customer Relations Management
DAY 22 Customer Relations Management	DAY 23 Digital Marketing Strategy	DAY 24 Customer Insight Strategy 1 & 2
	DAY 25 Customer Insight Strategy 1 & 2	

Key Benefits

Strategic Marketing Expertise

Acquire the latest marketing strategies and techniques, empowering CMOs to navigate the complexities of the digital age and lead their organizations effectively.

Enhanced Leadership and Management Skills

Develop the skills to build and manage high-performing marketing teams, fostering agility, innovation, and customer-centricity.

Executive Network and Career Advancement

Expand professional networks by connecting with other CMOs and industry experts, opening doors for collaboration and career growth.

Who Should Attend

The Executive Certificate in Strategic Marketing for Chief Marketing Officers is designed for both **current and aspiring Chief Marketing Officers** who want to elevate their strategic marketing skills and stay at the forefront of industry trends. It is also ideal for **Senior Marketing Executives** who are responsible for driving marketing strategy and innovation within their organizations and are looking to gain valuable insights and tools to enhance their leadership capabilities.



Program Director

Alberto G. Mateo, Jr.

Clinical Professor, Finance & Leadership
Head, School of Executive Education and Lifelong Learning
Asian Institute of Management

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

Program Details

Delivery Format

Hybrid (23 half days, 1 full day)

Program Schedule

Live Online:

May 19, 21, 23, 26, 28, 30,
June 2, 4, 6, 9, 11, 13, 16, 18, 20, 23, 25, 27,
July 2, 4, 7, 9, 11, 2025
5:30pm to 9pm

Face-to-Face On-Campus:

July 14, 2025
8:30am to 5pm

Program Fee

PHP89,990.00



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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

For inquiries, please contact us at:

SEELL@aim.edu | +632 8892 4011 | www.aim.edu