



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Marketing Manager Development

Lead Customer-Centric Growth, Inspire Teams, and Transform Brands
Through Strategic Marketing



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PROGRAM OVERVIEW

In today's fast-changing and hyper-competitive business environment, the success of any organization hinges on its ability to understand consumers and deliver exceptional brand experiences. As digital platforms evolve and access to consumer data expands, marketing professionals are expected to craft responsive, insight-driven strategies that build lasting customer relationships.

The Marketing Manager Development program is designed to equip marketing leaders and professionals with the tools, skills, and mindset needed to thrive in this dynamic landscape. Participants will learn how to lead agile and innovative marketing teams, harness data analytics to decode shifting consumer behavior, and design compelling marketing strategies that drive both customer engagement and business growth.

Through expert-led sessions, real-world applications, and collaborative learning, the program develops leaders who can build strong brands, drive market innovation, and lead with confidence in a consumer-first world.

PROGRAM OBJECTIVES

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

1. Apply the principles of the *Creative Leadership* framework to drive innovation across brand marketing, channel strategies, and trade execution.
2. Gain in-depth knowledge and practical insights in core areas of marketing, including market research, analytics, product management, trade marketing, and digital platforms.
3. Strengthen strategic thinking, execution excellence, and change leadership capabilities within dynamic marketing environments.
4. Immediately implement key takeaways and best practices to enhance day-to-day marketing operations and drive customer-centric growth.

PROGRAM SCHEDULE

LIVE ONLINE

September 1, 3, 5, 8, 10, 12, 15, 17, 2025
(5:30 PM-9:00 PM)
(GMT +08) On all dates

FACE-TO-FACE | On-campus

September 19, 2025
(8:30 AM-5:00 PM)

PROGRAM FEES

PHP 75,000 or USD 1,350*

*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>



FOR INQUIRIES:

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PROGRAM LEARNING CONTENT



KEY BENEFITS

High-Impact Learning with Expert Faculty – Engage in interactive, real-time sessions facilitated by world-class faculty and leading industry practitioners, offering valuable insights and practical applications for today's dynamic marketing landscape.

Customer-Centric Strategy and Execution – Deepen your expertise in brand and marketing management by mastering tools and frameworks that address evolving consumer behavior, enabling you to design and execute strategies that deliver exceptional customer experiences.

Leadership Development for Agile Marketing Teams – Strengthen your ability to lead responsive and innovative marketing teams, drive strategic initiatives, and champion a culture of adaptability, creativity, and customer focus within your organization.



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WHO SHOULD ATTEND

This program is ideal for marketing professionals seeking to elevate their expertise and impact, including Marketing Managers, Product and Brand Managers, Trade and Channel Marketing Managers, and Marketing Specialists aiming to lead high-performing teams and customer-centric strategies. It is also highly recommended for entrepreneurs and business owners who wish to sharpen their marketing acumen and confidently manage their brand and product strategies in today's competitive and fast-evolving marketplace.

PROGRAM FACULTY



Professor Alberto Mateo, Jr.

School Head and Clinical Professor
Asian Institute of Management
School of Executive Education and Lifelong Learning

Professor Alberto "Albert" 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. Prof. Mateo brings 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 Asian Institute of Management School of Executive Education and Lifelong Learning. Prior to joining the Institute, he served as the President and Managing Director of Hewlett-Packard (HP Inc.) and Pfizer, Inc. in the Philippines.



Mr. Marju Geslani

Adjunct Faculty
Asian Institute of Management

Marju Geslani is the Customer Marketing Group Head at NutriAsia Inc., bringing with him deep expertise in sales strategy, brand management, and people development. With a solid foundation from his previous leadership roles at Procter & Gamble, Marju has led initiatives in developing integrated marketing strategies, managing the full marketing mix, overseeing agency and distributor partnerships, and driving commercial operations for the professional business in the Philippines.

In addition to his corporate experience, Marju has taught Strategic Management and Business Psychology at De La Salle University – Dasmariñas. He holds a degree in Business Management and Entrepreneurship and earned his MBA from San Beda University.

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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 following:

- Postgraduate Certificate in Customer Experience and 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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