



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Fundamentals of Marketing Management

Driving Business Competitiveness and Profitability  
Through Effective Marketing in the Digital World

Program Starts in January 2024



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## OVERVIEW

Social Media and Digital Marketing are hot topics today, but a solid grounding in the fundamental principles of Marketing Management is even more critical for modern marketers to be successful in a rapidly changing world.

While the methods and tools of marketing may change, understanding the underlying consumer behavior that drives the purchase decisions remains to be the key to success. A clear and a good understanding of the customer journey mapping process, which is a visual story of your customers' interactions with your brand, is a critical skill for any marketer to be successful in a highly competitive digital world. This exercise helps businesses step into their customer's shoes and see their company and brand image from the customer's perspective and develop the appropriate strategies based on those insights.

The course will provide the participants with an understanding of various Marketing principles, concepts, tools, and their application in concrete business situations. It will create an appreciation of the value of Marketing in the competitive marketplace and provide participants a framework for management decision making and strategy development. The focus of the course will be the timeless 4 Ps of Marketing, which provides the fundamentals needed to tackle current marketing issues, regardless of what technological breakthroughs may happen in the future.

## PROGRAM OBJECTIVES

- Have an appreciation of the importance of being market-focused and customer-driven in a competitive business environment.
- Apply marketing theories, principles, and concepts in real world situations
- Develop and implement marketing plans involving product development, distribution strategy and advertising and promotions.
- Increase the competencies and skills of marketers in a highly competitive digital world

## WHAT YOU WILL LEARN

- Overview of Marketing Management
- Consumer Behavior and the Buying Decision Process
- Market Segmentation
- Understanding Marketing Research Reports
- Creating Positioning Statements
- Evaluating Advertising
- Demand Forecasting
- Distribution Strategy
- New Product Development Process
- Implications of Online and Digital Tools

## PROGRAM SCHEDULE

January 29, 31, February 2, 5, 7, 2024  
1:30 PM to 5:00 PM

(GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

## PROGRAM FEE

PHP 25,990.00 or USD 473.00\*

\*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.

## YOUR PROGRAM FACULTY



Rafael L. Camus  
Clinical Professor, Strategy  
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>



FOR INQUIRIES:  
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## KEY BENEFITS

Participants will develop an understanding of critical Marketing principles and learn to apply them to their company to drive business profitability and competitiveness. Upon completion of the course, the participant will be able to develop a detailed marketing plan ready to secure approval from management for their proposed strategies, initiatives, and activities. They will also be able to think about and appreciate the Implications of Online and Digital Tools to the business model of their specific products and services.

## WHO SHOULD ATTEND

The program is intended for those new marketing professionals or those who need a solid knowledge of the fundamentals of marketing management:

- Employees who have moved into a Marketing role or have been assigned with marketing responsibilities.
- Sales professionals with additional Marketing responsibilities
- Business owners, Senior business managers, and Finance professionals who would like to understand customer buying behaviors better, including buying decision process.
- Startup entrepreneurs who need to develop a marketing plan for their innovation business.



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## Your Program Faculty



Rafael L. Camus  
Clinical Professor, Strategy  
Asian Institute of Management

Rico Camus has 14 years of management experience in Sales and Marketing, covering various products and industries, including consumer pharmaceuticals and mobile telecommunications. As convergence became a buzzword he moved over to the media industry in 2003, to join ABS CBN Corp. He retired there after 17 years in different divisions and responsibilities, and his last post was Innovation Officer of the Innovation Consulting Group. Over four years, he worked to build a culture of innovation across the company by consulting with the operating business units. He holds an MBA from the Wharton School of the University of Pennsylvania, with a concentration in Marketing and a minor in Decision Sciences.



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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 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 **One (1) unit** 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 **One (1) unit** 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](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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