



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

ONLINE CERTIFICATE PROGRAM

The Science behind Marketing: The Pathway to Brand Growth Module Series

Part 1: November 2021

Part 2: March 2022



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The Science behind Marketing: The Pathway to Brand Growth Module Series

OVERVIEW

Brand recovery is the marching order of the day. In this uncertain time, a degree of predictability is needed. Our resources are limited, and companies are looking for ways to reorient their path to brand recovery towards growth. Being cognizant of how to navigate the growth journey entails knowledge of the actual behavior of customers and its implications to product categories, and brand performance.

Understanding evidence-based patterns in marketing is one of the most effective tools in formulating sound brand strategies. These patterns have been validated across categories (FMCG, financial services, pharmaceutical, among others), across markets, and across countries. Learn more about the science behind marketing and gain a deeper perspective and confidence to pursue brand growth.

The course has two parts:

Part 1: UNDERSTANDING THE CUSTOMERS AND HARNESSING THEIR BUYING POTENTIAL

The first part of the course will answer the following fundamental questions: Do consumers have loyalty? Are consumers passionate about the brands they buy? Does product differentiation command purchase or is there something else? What is the critical element to brand growth that translates to improved sales and increased market share? Would you do a loyalty program or a mass marketing? What are the brand and category dynamics behind brand growth? What is brand saliency?

Part 2: BRAND REBOOT: REDEFINING YOUR BRAND'S FUTURE

The second part will lay down the groundwork in ensuring brand growth. This will take you through the new theories of brand competition, the critical elements to a successful brand launch, the application of the principles learned during the sessions to offline and online shopping. This session will also take you through the trends in the context of COVID 19 to help you determine your next steps in navigating the future.

SCHEDULE (10 HALF-DAYS)

PART 1: November 2021, 5 half-days November 3, 5, 8, 10, 12, 15, 17, 19, 22, 24, 2021
1:30 PM to 5:00 PM (GMT+08) on all dates

FEE FOR PART 1

PHP 25,000.00 or USD 500.00
*USD 1 = PHP 50.00

PART 2: MARCH 2022, 5 half-days

March 14, 16, 18, 21, 23, 25, 28, 30, April 1, 4, 2022
1:30 PM to 5:00 PM (GMT+08) on all dates

FEE FOR PART 2

PHP 25,000.00 or USD 500.00
*USD 1 = PHP 50.00

FEE FOR PARTS 1 AND 2

PHP 50,000.00 or USD 1,000.00
*USD 1 = PHP 50.00

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

FORMAT

Live Online

Alumni status will be granted upon completion of each program phase





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PROGRAM OBJECTIVES

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

- To equip with the new perspectives in achieving brand growth
- To understand and recognize the dynamics of consumers as buyers
- To gain insights from case studies, empirical research, and learnings from the course

WHAT THE PROGRAM COVERS

The course covers the new approaches in marketing, evidence-based patterns in brand performance, buying behavior, category dynamics, the key factors of a successful launch of new brands, and application to e-commerce. Each part will be conducted in five (5) half-day sessions (total of 10 sessions).

WHO SHOULD ATTEND

The course is recommended for junior and senior executives in marketing, sales, supply chain, new product development team, finance, account managers of advertising agencies, entrepreneurs. They could come from across all industries (e.g. FMCG, Telecommunications, pharmaceutical, financial services).



FOR INQUIRIES:

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Your Program Faculty



Pablo L. Espinosa, Jr.
Adjunct Faculty
Asian Institute of Management

Pablo L. Espinosa, Jr. is an Adjunct Faculty of the Asian Institute of Management. His marketing experience as a senior executive covers over 20 years of managing market leader brands and portfolios in both multinational and local companies, among them, Colgate-Palmolive, Wyeth Nutritionals, Royal Friesland Campina, SMART Telecommunications and Personal Collection Direct Selling, Inc. He led and managed extremely challenging brands and catapulted them to sustained growth increased in market shares and achieved penetration rate goals. He also led new product development projects and successfully launched them.

Mr. Espinosa earned his Master in Business Management at the Asian Institute of Management, Dean's Lister. He finished all academic requirements in the Master in Philosophy at the Ateneo de Manila University. He earned his Political Science degree at the University of Philippines, Diliman. His interests include sustainable communities and recently partnered with the Institute of Social Order, Ateneo de Manila University, on a marine sanctuary project.



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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 entire program (Phases 1 & 2) earns participants four (4) units which can be credited to a Postgraduate Certificate in Sales and Marketing Management.

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



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*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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