



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Transitioning to Digital & How to Get Started Online Program

Making Your Business Just a Few Clicks Away

Program starts May 2022



# Transitioning to Digital & How to Get Started Online Program

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## OVERVIEW

Majority of sales transactions today are done through social media, online stores, or online communities, and no longer happen at the physical store. Many businesses want to go online and increase their online presence but do not know where to start.

Transitioning to Digital & How to Get Started is a highly interactive program that will teach participants how to bring their brand and business into the digital world and navigate through different online channels. They will learn the basics of digital marketing, such as the consumer journey, available digital assets, and digital marketing strategies, to jumpstart their digital marketing journey. They will also understand practical knowledge in creating a brand presence on Facebook, Instagram, LinkedIn, YouTube, Viber, website, and other online platforms. The businesses of participants will also be used as examples to give the class a more meaningful experience.

## PROGRAM OBJECTIVES

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

- Understand the importance of digital marketing in their customer's journey
- Exhibit good knowledge of different digital marketing strategies
- Learn practical tips and techniques on how to get started transitioning their business online
- Assess what is working and not working in their current digital strategies
- Develop a digital marketing plan for their business

## WHAT YOU WILL LEARN

- The Customer Journey in the Digital Age
- Importance of Social Media Networks
- Digital Marketing Strategies for your Business (Search Marketing, Email Marketing, Social Media Marketing, Content Marketing)
- New Digital Marketing Channels
- Tips on Creating an Effective Content
- Engaging Customers through Social Media
- Transitioning the Business to Digital

## KEY BENEFITS

- Be competitive in the digital world
- Understand the customer journey and the importance of digital touchpoints
- Understand how customers consume information in different digital channels
- Identify which digital marketing strategies are best for your business
- Optimize existing digital channels
- Develop a tailor-fit digital marketing plan for your business

## WHO SHOULD ATTEND

This program is specially designed for small to medium business owners, CEOs of small to medium enterprises, and marketing and sales professionals who would like to maximize the growth of their business online.

## PROGRAM SCHEDULE

May 16 to 25, 2022

May 16, 18, 20, 23, 25, 2022

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 25,000.00 or USD 500.00\*

\*Based on USD 1 = PHP 50. 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



Stephanie B. Guerrero

Adjunct Faculty  
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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## Your Program Faculty



Stephanie B. Guerrero  
Adjunct Faculty  
Asian Institute of Management

Stephanie Balois Guerrero has over 15 years' experience in marketing and sales. She has experience in digital marketing, brand development, brand building, customer marketing, and operations, not only in the Philippines but in South East Asia and the US as well. She has worked in established organizations such as Unilever, Citibank, AXA, and Warner Bros, and start-up environments such as Uber. Her exposure to different industries, such as food and beverage, fast-moving consumer goods, financial services, banking, entertainment, and tech, make her an excellent resource for different types of businesses. Prior to teaching, she was Marketing Director for Tim Hortons, Philippines. She is passionate about the consumer and is an advocate of digital marketing.

Stephanie has a degree in Industrial Engineering from the University of the Philippines and an MBA from Harvard Business School.



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## Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate 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 Post-Graduate 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:

- Post-Graduate Certificate in Financial Management
- Post-Graduate Certificate in Marketing Management
- Post-Graduate Certificate in Human Resource Management
- Post-Graduate Certificate in Operations Management

*\*Post-Graduate Certificates require five (5) units earned within two (2) years.*



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Participants will also earn one (1) unit which can be credited to the following:

- Post-Graduate Certificate in Basic Management
- Post-Graduate Certificate in Management Development

Participants will also earn one (1) unit which can be credited to the Post-Graduate Diploma in Management.

*\*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

#### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate 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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