



STRATEGIC MARKETING MANAGEMENT

POST-BACCALAUREATE DIPLOMA PROGRAM

This program aims to reinforce and strengthen decision-making skills in marketing. This program focuses on frequently overlooked tools, which, if properly applied, can simplify marketing planning and decision-making in marketing. These tools are essential factors in the correct assessment of business situations.

Experienced marketing practitioners lead this six-module program, which uses workshop-approach and learner-centered methods in class. Topics are covered in discussions, case studies, and exercises. This program provides participants with a playing field for exchanging marketing ideas with your fellow marketing practitioners under the supervision of an expert.

At the end of this course, successful participants will be able to integrate key factors in brand management and get a proper perspective on marketing trends focusing on the latest marketing trends in the local and international scene.

**Ask about our independent
workshops and certificate
courses!**

Discounts available!

Early bird discount

For full payment of course fee two weeks before start of module.

Group discount

For minimum of five from the same company enrolling in the same module.

Partner discount

For members of partner organizations: ATIFTAP, CREBA, PANAF, PISM, PRA, and PSTD.

De La Salle Alumni Association discount

For members, staff, and faculty of DLSAA.

For details, contact:



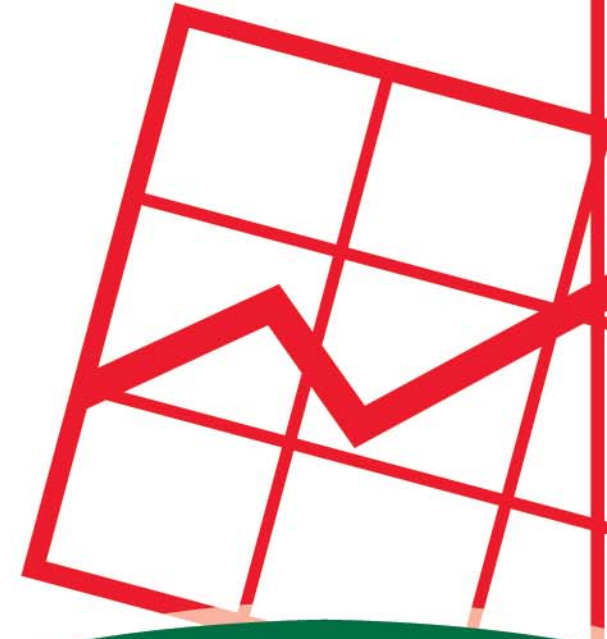
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Post-Baccalaureate Diploma



SCHOOL of PROFESSIONAL and CONTINUING EDUCATION



De La Salle-College of Saint Benilde
2544 Taft Avenue, Manila, Philippines 1004

MODULES

Completion of the prescribed requirements of each module entitles the participant to a Certificate of Achievement.

Completion of the six core modules entitles the participant to a Post-Baccalaureate Diploma.

Product Management

This module focuses on the participant's primary responsibility in relation to a set of closely related product lines. This responsibility is to analyze market customers. It lets participants derive data from three primary research points: Usage, Attitude and Image/Lifestyle, and Ocular Distribution Check. This approach illustrates the indispensable role of primary research when secondary data are unavailable.

Contents

- The Brand Fact Book
- Analyzing the Market: Segmenting, Targeting, and Positioning
- The Competitive Watchdog
- The Competitive Matrix
- SWOT Analysis
- The Brand Plan Template
- Forecasting/Setting Objectives
- Developing Strategies
- Financials
- Moving On
- The Regular Brand Review
- The Managers Development Program
- Leadership in Brand Management

Sales and Territory Management

This module covers the sales manager's responsibility of ensuring that his sales staff acts with the set plans (activity plans, reporting plans, expense plans, et cetera), as well as in line with the company's Code of Conduct or Discipline (written or unwritten).

Contents

- Introduction to the Course (Administrative)
- Marketing and Territory Management

- Organizing the Territorial Sales Force
- Planning and Control
- Basic Forecasting
- Sales Force Efficiency/Effectiveness
- Motivating the Sales Force
- Recruitment and Selection
- Leadership Skills
- Setting Standards of Performance
- Sales and Management
- Training and Development

Marketing Research

This module explains the role of marketing research as an information source to assist in decision-making. The module is approached in such a way that it will have appropriate research information available for easy reference in the face of future marketing problems.

Contents

- Marketing Research Overview
- Quantitative Research
- Qualitative Research
- Trade Research
- Media Research
- Actual Field Research
- Group Presentation of Research Study Results

Marketing Management

This module uses foreign cases to create an intricate web of marketing situations that require participants to form sound, actionable, and exacting action programs. The cases involved cover a broad range of market planning contexts, from situation analyses, the formulation of objectives, and the development of strategies and on-to programs.

Contents

- Marketing Principles and Concepts
- Strategic Marketing Management Planning
- Marketing Environments
- Competitive Analysis
- Product Life Cycle

- Marketing Information System
- Boston Consulting Group Matrix
- Budget Development
- Marketing Gantt Chart
- Marketing Plan

Financial Management for Marketing Practitioners

This module is a simplified approach to financial management. It focuses on the finance tools that participants need when making decisions that affect product profitability. Participants will be immersed in simulated situations providing them with a better appreciation of concepts.

Contents

- Accounting Marketing Interface
- The Role of Information in Business Organizations
- Analyzing Financial Statements
- Planning and Control
- Decision-making
- Concepts of Financial Management

Emerging Marketing Trends

This module allows participants to discover the latest marketing trends in the local and international markets. It provides them a proper perspective on marketing trends and shows how to adapt marketing operations to these trends. Participants are guided through making marketing decisions in the face of the current trends and developments of the different new marketing formats in the industry.

Contents

- The New Marketing Landscape
- Human Touch Marketing
- Guerilla Marketing
- Telemarketing, Multi-level Marketing and Direct Marketing
- Fusion Marketing and Co-branding
- Marketing on the Internet
- Applying New Marketing Trends