

**Social Enterprise Marketing Management**  
**August 20 to 22, 2013**

**General Course Design**

Upon completion of the course, participants should have gained an appreciation of:

- The elements of the marketing function as it applies to serving various social enterprise market segments and stakeholders
- The importance of market research and research-based marketing decisions
- The relevance and the elements of social marketing in growing markets for social enterprise products and services and as tool for changing the behavior of supplier groups
- The relevance and elements of branding and the challenge of developing brand equity for social enterprises

<p><b><u>DAY 1 AM</u></b></p> <p><b>The Marketing Function in Social Enterprises</b></p>	<p><b><u>DAY 2 AM</u></b></p> <p><b>Market Research and Research-based Marketing Decisions</b></p>	<p><b><u>DAY 3 AM</u></b></p> <p><b>Social Marketing</b></p> <p><b>Engaging Mainstream Market Channels and Government as Market for Social Enterprise Products</b></p>
<p><b><u>DAY 1 PM</u></b></p> <p><b>The Poor as Customers and Partners/Co-Producers in Value Chain Innovations</b></p>	<p><b><u>DAY 2 PM</u></b></p> <p><b>Market Segmentation and Creating Product-Market Fit</b></p>	<p><b><u>DAY 3 PM</u></b></p> <p><b>Social Enterprise Branding and Achieving Brand Equity</b></p>

**Lead Faculty Profile**



Professor Tomas B. Lopez, Jr. was a recipient of the prestigious Agora Award for Excellence in Marketing Education in 2001. He is a Director of ACE Center for Entrepreneurship and Management Education, Inc. (ACE ME) and a Guru/Faculty of the Ateneo de Manila Graduate School of Business and ACE ME joint Masters Program in Entrepreneurship. Until 2007, he was a full time faculty of the Asian Institute of Management and was Don Demetrio Tuason Professor of Agribusiness and Guru of the Master in Entrepreneurship Program. His areas of specialization include marketing, social marketing, development communication, corporate social responsibility, entrepreneurship, strategic management, and information technology.

A much sought-after consultant and speaker by private, government and non-government institutions, Prof. Lopez sits on the boards of several marketing and trading organizations in the Philippines and in the United States. He is also the current president of the University of Makati and the co-founder and director of several companies, among these the Club Noah Group of Companies and Sea-Air.

Prof. Lopez holds a Master in Management (With Distinction) from the Asian Institute of Management (1983).