

COURSE 04

Writing Innovative and Effective Marketing Plans

Online Course • Total of 7 Hours • Limited Slots Only

Day 1: October 13, 1:30 – 5:00 pm

Day 2: October 14, 1:30 – 5:00 pm

Why this Course?

To keep up with an always-evolving competitive landscape, marketing plans must be both innovative and effective – not just a rehash of previous ones. Marketing managers need to analyze the business thoroughly, strategize clearly, and develop comprehensive solutions using marketing's 7 P's. Their line managers, however, may not be able to provide the detailed mentorship and critiquing needed to build these skills. This course simulates the critiquing process that fosters proactive and innovative strategies that lead to plans that are relevant, powerful, and actionable.

Who is this for?

Brand managers with 1-3 years of experience reporting to a brand director or sales/marketing manager, and entrepreneurs who are familiar with the components of a marketing plan, who aim for growth in highly competitive industries

What Will You Learn?

1. The anatomy of a complete marketing plan
2. How to write each section; how to critique your drafts
3. How to write each section; critique and pre-empt questions
4. Using the 7 P's in marketing strategy
5. Ensuring alignment between business objectives, marketing strategy, and execution plans

Course Overview

A practical workshop that introduces the principles and components of effective marketing plans. Participants will be equipped with the knowledge and critical thinking skills needed to evaluate, develop, and strengthen marketing plans.

What Will You Do?

- Template Walkthroughs ("See")
- Guided Discussion of Areas for Investigation ("Discuss")
- Short Exercises ("Apply")
- Questions and Clarifications ("Ask")



Faculty Profile

Vanessa Bicomong is a seasoned marketing executive, Acumen faculty member, and marketing educator at the Ateneo de Manila University. With leadership experience across Nestlé, Coca-Cola, Mars, Inc., Philam Life, Western Union, and Remitly, she has spent years developing and evaluating marketing strategies that drive growth. She helps participants move beyond routine planning and build innovative, actionable marketing plans that are relevant, impactful, and results-driven.



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