



Appraisal & Consulting

Year Started: August 2012

Office Address:

CEBU OFFICE: 1319 Honoria & Paz St., Quijada Drive, Guadalupe, Cebu City

MANILA OFFICE: Rm.309 Golden Sun Bldg., Mindanao Avenue,

Cor. Alley 14, Quezon City

Services:

- Property Valuation
- Consulting
- Due Diligence
- Project and Development
- Property Management
- Real Estate Agency
- CLUP Preparation

Course description

Marketing management is the business function that:

- identifies current unfilled needs and wants,
- defines and measures the magnitude,
- determines which target markets the organization can best serve,
- and decides on appropriate products, services and programs to serve these markets.

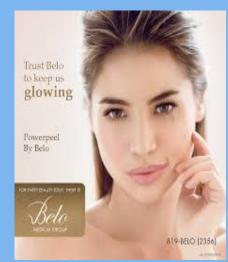
What can be marketed?

- 1. Goods
- 2. Services
- 3. Experiences
- 4. Events
- 5. Persons
- 6. Places
- 7. Properties
- 8. Organizations
- 9. Information
- 10. Ideas









Course structure

- Week 1: Orientation with course work Paper requirements/Formation of grouping
- Week 2: Defining Marketing for the 20th Century
- Week 3: Developing Marketing Strategies and Plans
- Week 5-6: Conducting marketing research and forecasting demand
- Week 6-7: Identifying Market Segments and Targets

Course structure continues...

- Week 7-8: Crafting Brand Positioning
- Week 9: MIDTERM EXAMINATION
- Week 10: Setting Product Strategy
- Week 11: Developing Pricing Strategy and
- Programs
- Week 12: Designing and managing
 Marketing Channels and Value networks

Course structure continues...

- Week 13-14: Designing and managing integrated marketing communications
- Week 15: FOUNDATION WEEK
- Week 16-17: Writing and presenting the marketing plan
- Week 18: FINAL EXAMINATION

Marketing Plan

- Written document that describes your advertising and marketing efforts for the coming year;
- statement of the marketing situation, a discussion of target markets and company positioning and
- description of the marketing mix you intend to use to reach your marketing goals.



Grading

Midterm Grade

- Test/Quizzes 20%
- Pre-midterm requirement- 30%
- Midterm Examination 50%

Final Grade

- Midterm Grade -1/3
- Class standing 1/3
- Final Grade 1/3

References

Marketing
ManagementKoetler, Philip

