



MASTER IN BUSINESS ADMINISTRATION

C O U R S E S Y L L A B U S

SOCIAL MARKETING FOR CREATING CHANGE

Course Code:	SMCC
Faculty :	Prof. Emmanuel Ridad
Sessions:	20 sessions

Course Summary

As change agents, the students will learn how to use the discipline of Social Marketing in influencing and leading change in both the private and public sectors – for profit (ex. new “idea” launching) and non-profit (ex. lowering CO2 emissions) endeavors. This multi-sensorial learning approach is designed for participants to have fun and experience doing a simple and meaningful social marketing plan.

In the 20 sessions, participants will go through the following:

- Three Movies (An Inconvenient Truth, Twelve O’clock High, Power of One)
- Three Live Case Leads with Speakers (Any three of the five case leads. 1) SM Super Market 2) Liquefied Petroleum Gas for Cars 3) Waste Management for Leisure Resorts 4) Philippine Postal Corporation battling Email and SMS 5) Alumni: Raising Scholarship Funds
- Three Written Cases (Any three of the following 6 Cases: Unicef, Habitat for Humanity International, WWF, Care USA, Medicins Sans Frontieres)
- Two Consultation days for the Student-led Case Discussions
- Three group presentations of Social Marketing Plans
- An integration day for a Professor-led presentation and discussion

This course aims to integrate two disciplines, namely Social Marketing and Leading Organization Change. It will use selected frameworks mostly from three reference books namely “Social Marketing” by Philip Kotler, Ned Roberto, Nancy Lee; “Heart of Change” by John Kotter, and “Tipping Point” by Malcolm Gladwell.

Borrowing Philip Kotler's definition, Social Marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole.

John Kotter's perspective in his book "Heart of Change," claims that leading a behavior change happens in highly successful situations mostly by focusing on people's feelings more than strategy, structure, culture and systems. Those too focused on analysis and quantitative measurement, even among people who think of themselves as smart in an M.B.A sense often overlook this perspective.

Malcolm Gladwell's "Tipping Point" suggests that little things like the "Law of the Few, the Stickiness Factor and the Power of Context" can make a big difference.

EMMANUEL V. RIDAD

Business Strategy Consulting

Emmanuel V. Ridad has been a consultant for business and financial strategy in setting-up and raising capital for electric power plants using renewable energy, specifically coconuts. He was also involved in crafting a “business re-modeling” strategy and a change management program for a modernization project for the Philippine Postal Corporation. Currently, he is a court (Regional Trial Court) appointed Receiver for a company with 180 Million Pesos in total assets under rehabilitation. The company’s business is into importation and distribution of air conditioner compressors.

He taught Marketing Financial Services at the Asian Institute of Management and Leading Organizational Change at the Ateneo Graduate School of Business. He was a former Senior Research Associate at the Asian Institute of Management writing cases used in the Marketing Strategy Course and Family Corporations for the Executive Development Program.

Professional Financial Plans

Emmanuel V. Ridad was the President of Professional Financial Plans (Professional) from mid 2002 to mid 2005. Professional developed and distributed financial investment products and services to local and international markets. Professional had total assets amounting to 1.2 Billion Pesos. It had 85 branches nationwide and one in Hong Kong and over 10,000 sales people.

As President of Professional he was a member of the Board of Directors of Professional Financial Plans, Asian Life Insurance and Lifeline Arrows Managed Healthcare Services. These companies were affiliates of ATR-Kim Eng Capital Partners Inc.

LBC Corporation

Before being appointed President of Professional, he was Senior Vice President for Business Development in LBC Corporation (2000-2002), a freight forwarding and money remittance company. For two years, Emmanuel was sent abroad to research the various markets in Asia, Europe and the US and to develop financial products designed for Overseas Filipino Workers.

He led the re-design and restructuring of LBC’s traditional cargo handlers into sellers of financial products at various LBC branches both locally (500 - branches) and internationally (60 - branches). His work culminated in the approval of the Professional Guaranteed Pension, Academic and Investment Funds, which were successfully launched in the Philippines, Hong Kong, Brunei, Malaysia, Spain, Italy, and the US. This experience gave him a deep appreciation and a fresh perspective on global markets and economies.

Net Curricula Inc.

Prior to his stint with LBC, he was one of the founders and a board member and concurrently served as the Vice President of Net Curricula Inc. (1996-1999), a company that introduced integrated information technology into mainstream education. Its objective was to “re-think” traditional chalk-blackboard-classroom teaching methodology into collaborative “e-learning” approach. It provided Internet service, systems integration, structured-cabling, education applications software, and technology training for the school faculty. He led its Corporate Planning Group in raising 300 Million Pesos in equity to start the company.

Education Attainment

Emmanuel completed his Masters Degree in Economic History from the London School of Economics. He earned his postgraduate degrees in Juris Doctor at the Ateneo de Manila Law School and his Masters in Management at the Asian Institute of Management. He finished his undergraduate degree in Management Economics at the Ateneo de Manila University.