PACE
INSTITUTE OF MANAGEMENT



Training Program

CMO

CHIEF MARKETING OFFICER
GIÁM ĐỐC MARKETING

Practical Marketing Management to lead trends and achieve business breakthroughs in the digital age

Why are Chief Marketing Officers today facing unprecedented challenges?

In the digital era, Marketing is no longer limited to product promotion, but has become the growth engine that determines the survival of a business. Consequently, the role of the Chief Marketing Officer (CMO) is transforming drastically, requiring a comprehensive management vision to establish a leading market position.

CMOs around the world are rising to prominence

- 83% of global CEOs affirm that Marketing is the primary engine driving business growth (McKinsey & Company).
- 87% of CMOs confirm that their roles have expanded beyond sales, directly contributing to brand value and customer trust (Salesforce).
- "Business has only two basic functions: Marketing and Innovation. Everything else is an expense." - Peter Drucker.
- "In a world obsessed with short-term financial metrics, the CMO is the only one on the executive board holding the company's most valuable 'intangible assets': Customers and the Brand." - Philip Kotler.

However, in Vietnam, CMOs still face many limitations

- The Marketing department is often seen as a cost center rather than a growth-creating team.
- Must create sales breakthroughs in the context of increasingly tightening budgets.
- Unable to measure the actual effectiveness of expenditures.
- The application of technology/AI remains fragmented and inefficient.
- Lack of alignment in goals and data between communication activities and the sales team.

Modern CMOs need to make a spectacular transformation: From an expense manager to a smart investor, from a trend follower to a market leader, and from a purely creative role to management capabilities based on data and technology.

A COMPREHENSIVE SOLUTION FROM PACE'S CMO PROGRAM

Distilled from 25 years of understanding the constant shifts in the market, PACE has designed the "Chief Marketing Officer - CMO" program - a program that is not just a knowledge system, but a journey to help the head of Marketing shape a sharp strategic mindset in the digital age.





The Challenges of Marketing Management Today

- The voice of Marketing is still weak in high-level strategic decisions, often playing only an execution role after the business plan has been finalized.
- Marketing strategy lacks a holistic approach, often getting caught up in short-term tactics (viral, promotions) while neglecting long-term brand value.
- Marketing processes have not been systematically digitized, leading to a waste of resources and difficulties in measuring return on investment (ROI).
- CMOs often get bogged down in operational management, approving daily advertising materials instead of dedicating time to market penetration strategies and new product development.

Comprehensive Solutions from PACE's CMO Program

- Elevate Marketing to a "strategic spearhead" with systematic management thinking, working alongside the CEO to solve business problems.
- Map out a long-term brand development roadmap, ensuring consistency at every customer touchpoint.
- Build an accurate performance measurement system (Marketing Metrics), helping to optimize budgets and make decisions based on real data.
- Develop the leadership capacity of the creative team and build a Customer-Centric culture.

THE LEADING COMPREHENSIVE & STANDARDIZED CMO TRAINING PROGRAM FOR MARKETING LEADERS

95%+

Participants are satisfied and willing to recommend the course to the community.

100k+

Businesspeople and enterprises have placed and continue to place their trust in PACE.

PROGRAM HIGHLIGHTS



25-year history

A pioneer and leader in Chief Marketing Officer training, with deep influence within the business community nationwide.



Comprehensive, Practical & Effective

Covers everything from strategic planning to execution, seamlessly combining brand building with revenue growth.



Trusted by the Marketing Expert & Management community

Highly rated by a vast number of Chief Marketing Officers and top management experts.



Delivered by Top Professionals & Experts of PACE

A team of experts possessing both academic depth and "battle-tested" practical experience, spreading value and fresh perspectives to the learner community.

PROGRAM OBJECTIVES

- Shape the portrait of the new generation Marketing Leader: Tech-savvy, strategically sharp, and market-responsive.
- Equip leaders with the mindset to create a holistic Brand and Marketing strategy aligned with the business's growth objectives.
- Enhance cross-functional coordination capabilities (especially with Sales, Product Development, and Accounting) to optimize business performance.
- Develop the capacity to lead innovation and proactively apply new technologies (AI, MarTech) in practical operations.
- Provide a system of international standard Marketing management tools and models, refined for effective application in the Vietnamese business environment.



PROGRAM PARTICIPANTS

- Chief Marketing Officers, Heads of Marketing Departments, Brand Directors, and Brand Managers of domestic and foreign enterprises.
- Marketing Specialists and Brand Specialists with marketing experience who aspire to advance to management roles.
- Individuals who wish to transform into professional Chief Marketing Officers with practical management capabilities to create breakthroughs.

LEARNING OUTCOMES

- Understand the position and role of a CMO 4.0
- Plan comprehensive Marketing strategies
- Manage budgets and effectively measure ROI
- Elevate team management capabilities and leadership stature
- Apply technology and AI to optimize performance and efficiency



PROGRAM INFORMATION

- Total duration: 26 sessions (78 hours of practical learning).
- Opening: Flexible schedules, with evening or weekend classes and various training formats available.
- Certificate of Completion for the "Chief Marketing Officer" training program issued by PACE Institute of Management.
- Tuition fee: 20,000,000 VND (promotional price of 18,500,000 VND for early registration; contact consulting for the latest promotional information).

PROGRAM OUTLINES

#	SUBJECTS	SESSIONS	HOURS
1	New Marketing Leader in New Era	1	3
2	Building a Comprehensive Marketing Strategy	4	12
3	Market Intelligence & Consumer Insight	2	6
4	Brand Building & Management	2	6
5	Digital Marketing & Media Performance	4	12
6	Marketing with AI	2	6
7	E-Commerce & Affiliate Marketing	2	6
8	IMC 360°	4	12
9	Leadership for High-Performance Marketing Teams	2	6
10	Life Management Program (LMP) *(Chuyên đề Hội thảo dành cho CXO)*	2	6
11	Life Management Program (LMP) *(Special Seminar for Trainees of Chief-Officer Programs)*	2	6
12	Summary & Reflection	1	3
*	Graduation Ceremony	*	*
TOTAL: 26 sessions - 78 hours			

PACE
INSTITUTE OF MANAGEMENT

SHAPING THE FUTURE OF MANAGEMENT

Founded in 2001, PACE is one of Vietnam's most influential management institutes. For more than 25 years, PACE has helped advance modern management practices in Vietnam - strengthening leadership capacity, elevating governance standards, and expanding organizations' global outlook. PACE is also the first school for business leaders in Vietnam.

PACE is a trusted partner in transforming leaders, teams, and organizations to achieve breakthrough and sustainable performance in an ever-changing world.

PACE's 3 Core Solutions to relize its mission:

1. PACE Training
2. PACE Consulting
3. PACE Books

PACE ecosystem **includes 8 affiliated schools, 8 member companies**, and **8 global partners**, aligned across three integrated pillars: Training, Consulting, and Publishing. Together, they cover eight core disciplines of management: General Management, HR Management, Financial Management, Marketing Management, Sales Management, Production Management, Supply Chain Management, and Project Management.

PACE also advances its mission through **PACE NPOs**, a long-term portfolio of non-profit educational initiatives launched in 2007, designed to deliver comprehensive and meaningful impact.



BELIEVING IN AUTHENTIC LEARNING

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