

DepEd ADVISORY No. 230, s. 2010
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**2010 COURSES OFFERED BY THE CENTER FOR DEVELOPMENT
MANAGEMENT (CDM) OF THE ASIAN INSTITUTE
OF MANAGEMENT (AIM)**

The Center for Development Management (CDM), Asian Institute of Management (AIM) announces the following course offerings for 2010:

Course	Date and Venue	Objectives
<ul style="list-style-type: none"> ▪ 2nd Social Marketing for Development Organization (SM) 	September 6-8, 2010 AIM Campus, Makati City	<ul style="list-style-type: none"> ♦ Learn to describe and explain the meaning and nature of social marketing; ♦ Enable the participants to play a more effective role in contributing to social marketing within the organizational context; and ♦ Learn to prepare a social marketing plan for achieving a specific social objective.
<ul style="list-style-type: none"> ▪ 15th Project and Procurement Management Course (PPMC) 	October 4-15, 2010 Joseph R. McMicking Campus, Makati City	<ul style="list-style-type: none"> ♦ Broaden and deepen the participants' ability to design projects; and ♦ Enhance their knowledge and skills in the procurement of goods.

The participants to the **Social Marketing for Development Organization Course (SM)** are those from local and national government officers, charities and foundations, and the non-government organization sectors with role involving influencing people's behavior or social marketing. The participants to the **Project and Procurement Management Course** are professional staff of project teams funded by national and international agencies, procurement specialists, as well as high-level staff responsible for making policy decisions and those in-charge of implementing projects, staff of donor agencies including multilateral organizations, and the private sector contractors, suppliers and consultants.

A registration fee of Twenty Two Thousand Five Hundred Pesos (PhP22,500.00) will be charged each participant to the **Social Marketing for Development Organization Course (SM)** inclusive of tuition fee, course materials, snacks, and lunch. The fee does not include the board and lodging expenses of the participants. A registration fee of Seventy Seven Thousand Pesos (PhP77,000.00) will be charged each participant to the **Project and Procurement Management Course** inclusive of the advance payment by the sponsoring organization, tuition fee, materials, morning and afternoon snacks during the sessions. The participants are free to make their own meal arrangements for breakfast and dinner, and during weekends.

For inquiries and registration, contact Ms. Malou Puzon, AIM, No. 123 Paseo de Roxas, Makati City at telephone no.: (63-2) 892-4011 ext. no. 139; fax nos.: (63-2) 867-2529/(63-2) 893-2146 or thru e-mail address: mpuzon@aim.edu.