

MARKETING DEPARTMENT

Marketing plays a crucial role in any corporation as it contributes to growth in revenues and the continued profitability of the company. In PAGCOR, the Marketing Department (MD) aims to be a dynamic and proactive partner of the Casino Filipino branches and satellites by assisting in the development and implementation of innovative products and strategic, cost-efficient marketing programs as well as providing more value to its customers.

VISION

The Marketing Department will strengthen PAGCOR's position as a major contender in the growing local gaming industry through marketing initiatives meant to maintain and further enhance its competitive advantages, particularly in providing a unique Filipino brand of service and hospitality.

MISSION

To assist the Corporation in the achievement of its vision to make the Philippines the top gaming and entertainment destination in the ASEAN region.

GENERAL FUNCTIONS

1. Develop cost-effective, results-oriented marketing strategies that are aligned with the overall business objectives of the Corporation;
2. Continuously enhance the gaming and entertainment experience of Casino Filipino customers by developing innovative products and programs, and improving existing ones in coordination with the various branches, satellite groups and other Corporate departments;
3. Keep abreast with developments in both local and international gaming industries, specifically on our competitors;
4. Collect and transform data into usable information and insights which may aid in making business decisions;
5. Standardize and ensure the quality of customer service provided in the Casino Filipino branches and satellites; and
6. Provide creative support to the branches and other departments.

Source: Marketing Department Manual

The Manual also contains the Department's organizational structure, general functions, specific duties and responsibilities of each Unit and its personnel, workflow, and other guidelines for the conduct of daily functions.