



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION

28th Marketing Diploma Program

October 16, 2024 – April 11, 2025
Mondays – Wednesdays – Thursdays 5:00pm-8:30pm
(Online via Zoom and Canvas)

Except Courses in yellow highlight

Topics	Schedule
INTRODUCTORY MODULE (October 16, 2024 – Nov. 18, 2024)	
Introduction to Business Planning • Mike Lopez	Oct. 16 & 17, 2024 (Wed/Thurs)
Marketing Research • Eleanor Modesto	Oct. 21, 23, 24, Nov. 4 (Mon/Wed/Thurs/Mon)
STP • Gold Tantoco	November 6, 7, 11 & 13, 2024 (Wed/Thurs/Mon/Wed)
Marketing Strategy Formulation • Mike Lopez	November 14 & 18, 2024 (Thurs/Mon)
INTERMEDIATE MODULE (Nov. 20, 2024 – January 23, 2025)	
Product & Price • Titoy Colayco	November 19, 21, 25, 26, 2024 • November 19 (Tue) • November 21 (Thurs) • November 25 (Mon) • November 26 (Tue)
Place & Promotion • Mike Lopez	November 28, December 2, 4 & 5, 2024 (Thurs/Mon/Wed/Thurs)
Digital Marketing • ?	January 13, 15, 16 & 20, 2025 (Mon/Wed/Thurs/Mon)
Marketing Plan Formulation • Gold Tantoco	January 22 & 23, 2025 (Wed/Thurs)
INTEGRATING MODULE (January 27, 2025 – April 11, 2025)	
Services Marketing • Bim Mercado	January 28, 30, Feb. 4, 6, 2025 • January 28 (Tue) • January 30 (Thurs) • February 4 (Tue) • February 6 (Thurs)
Marketing Communications • Eleanor Modesto	February 10, 12, 13 & 17, 2025 (Mon/Wed/Thurs/Mon)
Brand Management • Gold Tantoco	February 19, 20, 24 & 26, 2025 (Wed/Thurs/Mon/Wed)
Marketing Plan Presentation	April 7, 8 , 2025 (Mon/ Tue) April 10/ 11 (back up schedule in case of spillover)



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	<i>*Each student is allocated 30 mins (15-20 mins for the actual presentation and 10 mins for the questions from the resource person)</i>
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Schedules may change without prior notice.

Breaks:

December 16 – January 10

Holidays

November 1 – All Saint's Day

November 30 – All Soul's Day

November 30 – Bonifacio Day

December 25 – Christmas Day

December 30 – Rizal Day

January 1 – New Year

January 29 – Chinese New Year

February 25 – People Power Anniversary

March 31 – Eid Fitr

April 9 – Day of Valor

Note: There may be slight changes in schedule due to unforeseen circumstances. Participants are encouraged to always check personal messages/email, the Ateneo CCE website (www.cce.ateneo.edu), and official Facebook page (Ateneo Center for Continuing Education) for latest announcements.