**29th Marketing Diploma Program**

**August 2025 – December 2025**

Weekdays: 5:00PM - 8:30PM, Saturdays: 9:00AM - 12:30PM

**(Online via Zoom and Canvas)**

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| **Topics** | **Schedule** |
| **INTRODUCTORY MODULE** | |
| Introduction to Business Planning   * Mike Lopez | Aug. 4 & 6, 2025 |
| Marketing Research   * Eleanor Modesto | Aug. 7, 11, 13 & 14, 2025 |
| STP   * Gold Tantoco | Aug. 18, 20, 27 & 28, 2025 |
| Marketing Strategy Formulation   * Mike Lopez | Sept. 1 & 3, 2025 |
| **INTERMEDIATE MODULE** | |
| Product & Price   * Titoy Colayco | Sept. 4, 8, 10, & 11, 2025 |
| Place & Promotion   * Mike Lopez | Sept. 15, 17, 18, & 19, 2025  (Mon/Wed/Thu/Fri) |
| Digital Marketing   * Gold Tantoco | Sept. 20 *(Saturday)*  22, 24, 25, 29, Oct. 8, 2025  (Mon/Wed/Thu/Mon/Wed) |
| Marketing Plan Formulation   * Gold Tantoco | Oct. 10 & 11, 2025 *(Fri/Sat)* |
| **INTEGRATING MODULE** | |
| Services Marketing   * Bim Mercado | Oct. 13, 15, 16 & 20, 2025 |
| Marketing Communications   * Eleanor Modesto | Oct. 22, 23, 27 & 29, 2025 |
| Brand Management   * Gold Tantoco | Nov. 3, 5, 6 & 10 2025 |
| Marketing Plan Presentation | Dec. 3 & 4, 2025  Dec. 10 & 11 (back up schedule in case of spillover)  *\*Each student is allocated 30 mins (15-20 mins for the actual presentation and 10 mins for the questions from the resource person)* |

**Schedules may change without prior notice.**

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| *Holidays*  Aug. 21 – Ninoy Aquino Day  Aug. 25 – Heroes Day  Nov. 1 – All Saints Day  Nov. 30 – Bonifacio Day  Dec. 8 – Immaculate Conception |  |

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](http://www.cce.ateneo.edu)), and official Facebook page (Ateneo Center for Continuing Education) for latest announcements.