**30th Marketing Diploma Program**

 **November 2025 – May 2026**

Weekdays: 5:00PM - 8:30PM

**(Online via Zoom and Canvas)**

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| **Topics** | **Schedule** |
| **INTRODUCTORY MODULE**  |
| Introduction to Business Planning * Mike Lopez
 | Nov. 24 & 26, 2025 |
| Marketing Research * Eleanor Modesto
 | Nov. 27, Dec. 1, 3 & 4, 2025 |
| Segmenting, Targeting, Positioning * Gold Tantoco
 | Jan. 19, 21, 22 & 26, 2026 |
| Marketing Strategy Formulation * Mike Lopez
 | Jan. 28 & 29, 2026 |
| **INTERMEDIATE MODULE**  |
| Product & Price * Titoy Colayco
 | Feb. 4, 5, 9, & 11, 2026 |
| Place & Promotion* Mike Lopez
 | Feb. 12, 16, 18, & 19 2026 |
| Digital Marketing* Gold Tantoco
 | Feb. 23, 25, 26, March 2, 4 & 5, 2026 |
| Marketing Plan Formulation * Gold Tantoco
 | March 9 & 11, 2026 |
| **INTEGRATING MODULE**  |
| Services Marketing* Bim Mercado
 | March 12, 16, 18 & 19, 2026 |
| Marketing Communications* Eleanor Modesto
 | March 23, 25, 26 & April 6, 2026 |
| Brand Management* Gold Tantoco
 | April 8, 13, 15 & 16, 2026 |
| Marketing Plan Presentation | May 6 & 7, 2026May 13 & 14, 2026(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*Dec. 8 – Immaculate ConcepcionDec. 25 – Christmas DayJan. 1 – New yearFeb. 2 – ADMU Pres. DayFeb. 17 – Chinese New YearMar. 20 – Eid al-FitrApril 2- Holy ThursdayApril 3- Good FridayApril 4 – Back SaturdayApril 9 – Day of ValorMay 1- Labor Day |  |

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.