



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

31st Marketing Diploma Program

August 2026 – December 2026

Weekdays: 5:00PM - 8:30PM

(Online via Zoom and Canvas)

| Topics | Schedule |
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| INTRODUCTORY MODULE | |
| Introduction to Business Planning • Mike Lopez | Aug. 3 & 5, 2026 (Mon/Wed) |
| Marketing Research • Eleanor Modesto | Aug. 6, 10, 12 & 13, 2026 (Thu/Mon/Wed/Thu) |
| Segmenting, Targeting, Positioning • Gold Tantoco | Aug. 17, 19, 20, & 24, 2026 (Mon/Wed/Thu/Mon) |
| Marketing Strategy Formulation • Mike Lopez | Aug. 26 & 27, 2026 (Wed/Thu) |
| INTERMEDIATE MODULE | |
| Product & Price • Titoy Colayco | Sept. 2, 3, 7 & 9, 2026 (Wed/Thu/Mon/Wed) |
| Place & Promotion • Mike Lopez | Sept. 10, 14, 16 & 17, 2026 (Thu/Mon/Wed/Thu) |
| Digital Marketing • Gold Tantoco | Sept. 21, 23, 24, 28, 30, Oct.1, 2026 (Mon/Wed/Thu/Mon/Wed/Thu) |
| Marketing Plan Formulation • Gold Tantoco | Oct. 5 & 7, 2026 (Mon/Wed) |
| INTEGRATING MODULE | |
| Services Marketing • Bim Mercado | Oct. 8, 12, 14 & 15, 2026 (Thu/Mon/Wed/Thu) |
| Marketing Communications • Eleanor Modesto | Oct. 19, 21, 22 & 26, 2026 (Mon/Wed/Thu/Mon) |
| Brand Management • Gold Tantoco | Oct. 28, 29, Nov. 11 & 12, 2026 (Wed/Thurs) |
| Marketing Plan Presentation | Dec. 7 & 9, 2026 (Mon/Wed) Dec. 10 & 14, 2026 (Thurs/Mon) (back up schedule in case of spillover) <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> |

Schedules may change without prior notice.



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Holidays

Aug. 21 – Ninoy Aquino Day

Aug. 31 – 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), and official Facebook page (Ateneo Center for Continuing Education) for latest announcements.