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

32nd Marketing Diploma Program

November 23, 2026 – May 14, 2027
Weekdays: 5:00PM - 8:30PM
(Online via Zoom and Canvas)

Topics	Schedule
INTRODUCTORY MODULE	
Introduction to Business Planning • Mike Lopez	Nov. 23 & 25, 2026 (Mon/Wed)
Marketing Research • Eleanor Modesto	Nov. 26, Dec. 1, 3, & 4 2026 (Thurs/Tue/Thu/Fri)
Segmenting, Targeting, Positioning • Gold Tantoco	Jan. 18, 20, 21 & 25, 2027 (Mon/Wed/Thu/Mon)
Marketing Strategy Formulation • Mike Lopez	Jan. 27 & 28, 2027 (Thu/Mon)
INTERMEDIATE MODULE	
Product & Price • Titoy Colayco	Feb. 3, 4, 8 & 10, 2027 (Wed/Thu/Mon/Wed)
Place & Promotion • Mike Lopez	Feb. 11, 15, 17 & 18, 2027 (Thu/Mon/Wed/Thu)
Digital Marketing • Gold Tantoco	Feb. 22, 24, Mar. 1, 3, 4 & 8, 2027 (Mon/Wed/Mon/Wed/Thu/Mon)
Marketing Plan Formulation • Gold Tantoco	Mar. 10 & 11, 2027 (Wed/Thu)
INTEGRATING MODULE	
Services Marketing • Bim Mercado	Mar. 12, 17, 18 & 19, 2027 (Fri/Wed/Thurs/Fri)
Marketing Communications • Eleanor Modesto	March 29, 31, April 1, & 5, 2027 (Mon/Wed/Thu)
Brand Management • Gold Tantoco	April 7, 8, 12 & 14, 2027 (Wed/Thu/Mon/Wed)
Marketing Plan Presentation	May 6 & 7, 2027 (Thu/Fri) May 13 & 14, 2027 (Th/Fri) (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.

Ateneo de Manila University Building, 130 HV Dela Costa Street, Salcedo Village, City of Makati, Philippines
(+63) 2 8830 2040 • (+63) 939 924 2799 • sales.cce@ateneo.edu • cce.ateneo.edu

Holidays

Nov. 30 – Bonifacio Day
Dec. 8 – Immaculate Conception
Dec. 25 – Christmas Day
Jan. 1 – New year
Feb. 1 – ADMU President's Day
Feb. 7 – Chinese New Year
Feb. 25 – EDSA Day
Mar. 10 – Eid al-Fitr
Mar. 25- Holy Thursday
Mar. 26- Good Friday
Mar. 27 - Back Saturday
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.