



**ATENEO DE MANILA UNIVERSITY**  
**GRADUATE SCHOOL OF BUSINESS**  
 Center for Continuing Education

**27th Marketing Diploma Program**

**November 7, 2022 – May 4, 2023**

**(Online via Zoom and Canvas)**

**Mondays, Wednesdays, Thursdays (5:00pm-8:30pm)**

except STP, Place & Promo, Digital Marketing, Services Marketing in yellow highlight

Topics	Schedule
<b>INTRODUCTORY MODULE (November 7 – December 7, 2022)</b>	
Introduction to Business Planning ● Mike Lopez	November 7 & 9, 2022
Market Research ● Eleanor Modesto	November 10, 14, 16, & 17, 2022
STP ● Gold Tantoco	November 25, 26, 28, & 29, 2022 ● November 25 (Fri) ● November 26 (Sat)   8:30am-12:00pm ● November 28 (Mon) ● November 29 (Tue)
Marketing Strategy Formulation ● Mike Lopez	December 5 & 7, 2022
<b>INTERMEDIATE MODULE (January 16 – February 23, 2023)</b>	
Product & Price ● Titoy Colayco	January 16, 18, 19, & 25, 2023
Place & Promotion ● Mike Lopez	January 26, 27, February 1, & 2, 2023 ● January 27 (Fri)
Digital Marketing ● Anna Dy	February 8*, 10*, 13*, 15*, 17*, & 20*, 2023 * 5:30 pm – 9:00 pm ● February 10 & 17 (Fri)
Marketing Plan Formulation ● Gold Tantoco	February 22 & 23, 2023
<b>INTEGRATING MODULE (February 28 – May 4, 2023)</b>	
Services Marketing ● Bim Mercado	February 28, March 1, 7, & 8, 2023 ● February 28 (Tue) ● March 7 (Tue)
Marketing Communications ● Eleanor Modesto	March 9, 13, 15, & 16, 2023
Brand Management ● Gold Tantoco	March 20, 22, 23, & 27, 2023
Marketing Plan Presentation	May 3 & 4, 2023 May 6/8 (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.**

**Breaks:**

December 12 – January 13

**Holidays**

November 30 – Bonifacio Day  
 December 8 – Feast of the Immaculate Conception  
 December 25 – Christmas Day  
 December 30 – Rizal Day  
 January 1 – New Year  
 January 22 – Chinese New Year  
 February 25 – People Power Anniversary  
 April 9 – Day of Valor  
 May 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)), official Facebook page (Ateneo Center for Continuing Education), and Twitter account (@Ateneo\_CCE) for latest announcements.