



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

29th Marketing Diploma Program

August 2025 – December 2025
Mondays, Wednesday, Thursdays
5:00pm - 8:30pm
(Online via Zoom and Canvas)

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 • Tito Colayco	Sept. 4, 8, 10, & 11, 2025
Place & Promotion • Mike Lopez	Sept. 15, 17, 18, & 22, 2025
Digital Marketing • Gold Tantoco	Sept. 24, 25, 29, Oct. 1, 2, & 6, 2025
Marketing Plan Formulation • Gold Tantoco	Oct. 8 & 9, 2025
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)



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	<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>
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Schedules may change without prior notice.

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