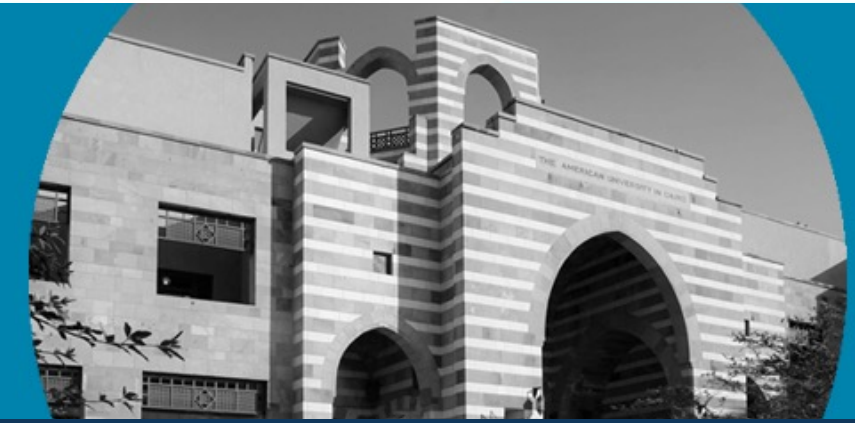


EXECUTIVE EDUCATION

Stay Relevant. Stay Ahead.



Advanced Marketing Management Diploma

From Monday, October 10, 2022 to Monday, August 7, 2023
Monday and Thursday 6 – 9 pm

New Cairo Campus

Live Online

Course Name	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
Consumer Behavior	Monday October 10, 2022	Thursday October 13, 2022	Monday October 17, 2022	Thursday October 20, 2022	Monday October 24, 2022	Thursday October 27, 2022	Monday October 31, 2022	Thursday November 3, 2022
Analysis and Evaluation 1	Monday November 14, 2022	Thursday November 17, 2022	Monday November 21, 2022	Monday November 28, 2022	Thursday December 1, 2022	Monday December 5, 2022	Thursday December 8, 2022	Monday December 12, 2022
Analysis and Evaluation 2	Thursday December 22, 2022	Monday December 26, 2022	Thursday December 29, 2022	Monday January 2, 2023	Thursday January 5, 2023	Monday January 9, 2023	Thursday January 12, 2023	Monday January 16, 2023
Marketing Strategy	Monday January 30, 2023	Thursday February 2, 2023	Monday February 6, 2023	Thursday February 9, 2023	Monday February 13, 2023	Thursday February 16, 2023	Monday February 20, 2023	Thursday February 23, 2023
Brand Strategy	Monday March 6, 2023	Thursday March 9, 2023	Monday March 13, 2023	Thursday March 16, 2023	Monday March 20, 2023	Thursday March 23, 2023	Monday March 27, 2023	Thursday March 30, 2023
Managing Marketing Programs & Execution	Monday April 10, 2023	Monday April 24, 2023	Thursday May 4, 2023	Monday May 8, 2023	Thursday May 11, 2023	Monday May 15, 2023	Thursday May 18, 2023	Monday May 22, 2023
Integrated Marketing Communication	Thursday June 1, 2023	Monday June 5, 2023	Thursday June 8, 2023	Monday June 12, 2023	Thursday June 15, 2023	Monday June 19, 2023	Thursday June 22, 2023	Monday June 26, 2023
Marketing Performance and Organization	Thursday July 6, 2023	Monday July 10, 2023	Thursday July 13, 2023	Monday July 17, 2023	Monday July 24, 2023	Monday July 31, 2023	Thursday August 3, 2023	Monday August 7, 2023

- Three online self-study Business Acumen courses to be completed during the program.
- Schedules are subject to change.
- In exceptional circumstances, participants who are unable to attend on campus sessions will be accommodated. For inquiries, call 15592.