



BUSINESS&MARKETING SCHOOL  **ESIC**

discover what esic can offer your students in spain

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**ESIC** is one of the most prestigious business schools in Spain and a leader in the field of marketing, with a variety of international programmes run in partnership with universities in China, Europe and Latin America, and an increasing specialization in digital business.

We have schools in **Madrid, Barcelona, Seville, Valencia** and other cities in Spain, and also in **Brazil** (Curitiba and Brusque).

We are affiliated to the Universidad Rey Juan Carlos (URJC) in Madrid and to the Universidad Miguel Hernández (UMH) in Valencia.

madrid  
valencia  
seville  
barcelona





Come to Spain to discover the culture, traditions, and **way of life** of this diverse and fascinating country

Spain is one of the top educational and tourist destinations in Europe, and one of the countries with the greatest number of cities declared world heritage sites by UNESCO. Over the centuries, Arabic, Jewish and Christian cultures have left their indelible mark on art, architecture, literature and music, while each of Spain's 17 Autonomous Regions is proud of its own unique blend of history, traditions, landscapes and gastronomy.

...and to **prepare for business** in Europe and Latin America

Studying and working in Spain not only prepares you for a professional future working in or with European countries: Spain is also closely linked to the countries of Latin America through language, culture and business. ESIC has strong ties with the region, through its two schools in Brazil and dual degree agreements with prestigious South American institutions.

**way of life**



# Come to ESIC to study **business** or specialize in **marketing** with an international perspective

<business>

We offer our partner universities student exchange programmes  
(**Erasmus+**, **Munde** and other agreements)  
and **dual degrees** (graduate and postgraduate)  
on a range of programmes

<marketing>



<business>

<marketing>

## UNDERGRADUATE

Business Administration  
Advertising and Public Relations  
International Business

Marketing  
Marketing and Sales Management (English or Spanish)

## MASTER PROGRAMMES

International MBA: Europe & China (English)  
International Trade (English)  
MBA  
Executive MBA  
Finance  
Human Resources  
Advertising  
Communication + New Technologies

Master in Marketing Management (English or Spanish)  
Master in Digital Marketing (English or Spanish)



# International study programmes

INTERNATIONAL SUMMER COURSE

INTERNATIONAL BUSINESS STUDY TOURS

COMBINED BUSINESS AND SPANISH LANGUAGE

BUSINESS SPANISH

ESIC GLOBAL MARKETING COMPETITION



## INTERNATIONAL SUMMER COURSE

### International Business and Marketing

Aimed at: undergraduate business students who have completed at least one year of study.

Duration: 3 weeks in July

Location: Madrid (2 weeks) and Barcelona (1 week)

#### CONTENTS : **International Management**

Selecting international markets

International finance

Logistics

International Digital Business

#### **International Marketing**

#### **International Markets and Cross-cultural Business**

Spain · Latin America · USA · China · Europe

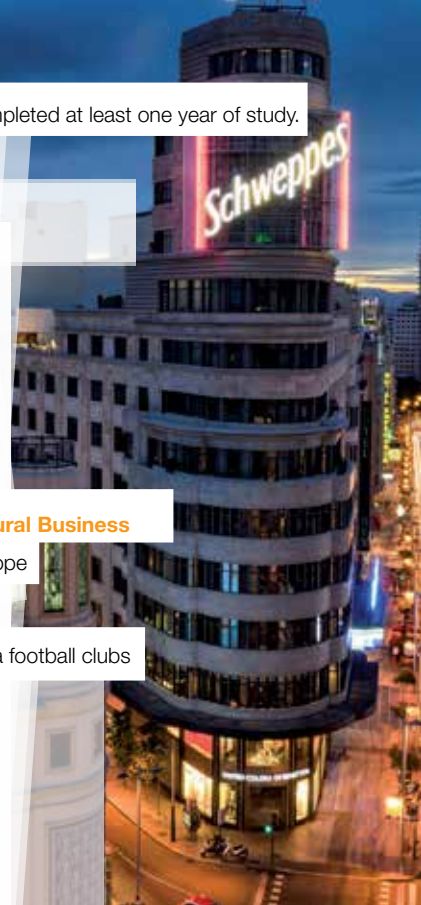
#### **International Business Models**

Sportainment: Real Madrid and Barcelona football clubs

Retail: Zara

Banking: Santander Bank

Tourism: Smart Cities (Barcelona)





## INTERNATIONAL BUSINESS STUDY TOURS

Our **International Business Study Tours** are customized to meet the requirements of our international partners in terms of programme contents, company visits, level of studies (undergraduate or postgraduate), dates and duration. They can therefore be designed to form an integral part of the programmes offered by our partners or as a short international programme, open to students from several different programmes.

The programmes can be based around one or more of the following areas, as well as a range of other topics at the request of our international partners.

### <marketing>

**International Marketing and branding**

**Tourism Marketing**

**Smart Cities**

**Real Madrid CF and FC Barcelona:**

the two greatest success stories in football and entertainment industry

**Luxury Marketing:** Armani versus the rest

**Consumering:** a new approach to strategic marketing

### <digital economy>

**Creating Experiences:** From traditional marketing strategies to digital marketing

**Digital Trends and Branded content**

**How the digital economy is changing business**

**The new customer profile:** marketers 2.0

**Digital entrepreneurship**



## <management + strategy>

**The innovation management model**

**CEOs as Leaders and Strategy Designers.** Explaining the Success of Spanish Banks.

**Embedding CSR into the strategy of the company**

## <cross-cultural communication>

**Working with different cultures in Europe:** characteristics and main differences

**Working with different cultures in Spain:** characteristics and main differences

**Working with different cultures in Latin America:** characteristics and main differences

## <european + spanish institutions>

**European Businesses & Economic Perspectives**

**Overview of the Spanish economy**

**The European Union: history, institutions and monetary union**

## <company visits>

The **International Business Study Tours** can include visits to companies, classes given by managers from the corporate world (for example Airbus, Coca-cola, Grupo Mahou-San Miguel, Iberia, Inditex, SantanderBank, Telefónica).

## <cultural visits>

Depending on the destination, the tour can include cultural and sightseeing visits to Madrid and Toledo, Barcelona, Valencia, Seville, Cordoba and Granada.

## BUSINESS + SPANISH LANGUAGE

**International Marketing** (English)  
with Spanish Language and Culture

**Business and Business Ethics** (English)  
with Spanish Language and Culture

## COMBINED BUSINESS + SPANISH LANGUAGE

The ESIC Language Centre offers a range of training courses (principally English and Spanish) for business students, companies and professionals, and is an official centre for Cambridge, TOEFL, and Instituto Cervantes examinations. For those wanting to learn Spanish (Spanish Language and Culture, Spanish for Business, International Business in English plus Spanish Language or Spanish for Academic Purposes) we offer intensive study abroad courses as well as semesters and full academic years. We also have extensive experience of designing programs to meet the needs (contents, credits, dates, duration) of our partner universities.

## ESIC GLOBAL MARKETING COMPETITION

ESIC has run this online marketing competition, aimed at university students, for the past 18 years, with 44.000 participants from 850 universities and business schools from 79 countries in all five continents. The competition is sponsored by Santander Bank and our educational partners are the EFMD, AACSB and CLADEA. > [www.globalmarketingcompetition.com](http://www.globalmarketingcompetition.com)

MEMBER OF:



www.esic.edu



INTERNATIONAL OFFICE CONTACT

Avda. de Valdenigrales, s/n · 28223 Pozuelo de Alarcón (Madrid)

91 452 41 68 · [internacional.madrid@esic.edu](mailto:internacional.madrid@esic.edu)

[www.esic.edu](http://www.esic.edu)

