There is a generation destined to change the world

Business Administration | Marketing | Digital Business
Communication/Advertising & P.R. | International Business

HEsic
Business & Marketing School
Transforming people
There is a generation destined to transform the world.
50+ YEARS TRAINING GLOBAL PROFESSIONALS IN BUSINESS, MARKETING AND DIGITAL ECONOMY

Leaders in business and marketing training in Spain

ESIC is one of the leading business schools in Spain, with over fifty years of experience training business and marketing professionals.

We strive to incentivize, promote and maintain a direct relationship with the business environment in order to provide participants with practical academic training which focuses on the needs of the labor market, while offering training with values, so that our participants engage successfully as highly qualified professionals with excellent command and knowledge of the latest trends.

In addition, the quality of our programs is endorsed by national and international accreditation and certification institutions.

ESIC, amongst the best Universities and Business Schools in the world:

- Rank in U-Multirank 2018
  - University centres
  - TOP 5 in Spain in Business Studies
  - TOP 25 in the world in continuous training
- TOP 6 in Spain
  - 2nd PRIVATE UNIVERSITY in GLOBAL RANKING of Spanish universities
- TOP 100 universities
- TOP 100 universities

ESIC is a member of the AACSB International Association www.aacsb.edu/about/
WHAT STUDY AT ESIC?

DIFFERENT SCHEDULE OPTIONS FOR OUR PROGRAMS

Choose your preference!

BACHELOR’S DEGREES

4 YEARS

• BUSINESS ADMINISTRATION & MANAGEMENT
  Madrid / Valencia.

• MARKETING
  Madrid / Barcelona / Valencia / Zaragoza.

• DIGITAL BUSINESS
  Madrid / Valencia.

• COMMUNICATION/ADVERTISING & PUBLIC RELATIONS
  Madrid / Valencia.

• INTERNATIONAL BUSINESS
  Valencia.

Add to your BACHELOR’S DEGREE a Specialised Diploma:
+ Professional Skills
+ Herramientas Digitales y Multimedia

DEGREE

4 YEARS

• DIRECCIÓN DE MARKETING GLOBAL
  Madrid / Barcelona / Sevilla / Málaga / Pamplona / Granada.

• GLOBAL MARKETING MANAGEMENT
  Barcelona / Valencia.

+ BACHELOR’S DEGREE IN BUSINESS ADMINISTRATION
  EE.UU. Florida Atlantic University
  Alemania Fachhochschule Dortmund
  Francia ESSEC Business School
  Reino Unido Derby University

BACHELOR’S DEGREE + DEGREE

5 YEARS

• BUSINESS ADMINISTRATION & MANAGEMENT
  Madrid / Valencia.

• MARKETING
  Madrid / Barcelona / Valencia / Zaragoza.

• DIGITAL BUSINESS
  Madrid / Valencia.

• COMMUNICATION/ADVERTISING & PUBLIC RELATIONS
  Madrid / Valencia.

• INTERNATIONAL BUSINESS
  Valencia.

Add to your BACHELOR’S DEGREE a Degree:
+ GLOBAL MARKETING MANAGEMENT
+ MARKETING
+ DIGITAL BUSINESS
+ DATA SCIENCE
+ ENTREPRENEURSHIP & INNOVATION

ESIC IS AFFILIATED TO PUBLIC AND PRIVATE UNIVERSITIES

1 Consult degrees, itinerary and languages available by campus.
2 Degrees in Spanish, English or bilingual.
3 Only available for students in ESIC Granada Campus.
Fundamentals to choose better:
IDENTIFY YOUR CAREER PATH....

IF YOU RATHER STUDY MARKETING...

MARKETING

- DEFINES THE STRATEGIC LINES OF MARKETING AND COMMERCIAL POLICIES OF A COMPANY
  - Participants who wish to develop their career in marketing or sales.
  - Critical thinking.
  - Leadership and creative capabilities.
  - Interest in the use of new technologies.
  - MADRID, BARCELONA, VALENCIA & ZARAGOZA

- TO PROVIDE STUDENTS WITH DEEP KNOWLEDGE ON EVERY AREA OF THE COMPANY AND ADDING VALUE TO THE DEVELOPMENT OF ANY BUSINESS STRATEGY IN ORDER TO IMPROVE AND OPTIMIZE RESULTS
  - Interested in a company's global vision •
  - Business management, financial management, sales and human management •
  - Logical analytical capacity •
  - Incorporate digital economy in business processes •
  - MADRID & VALENCIA*

COMMUNICATION/ADVERTISING & P.R.:

- TO PROVIDE STUDENTS WITH THE SKILLS TO MANAGE THE RELATIONSHIP BETWEEN COMPANIES, THEIR CLIENTS AND THE REST OF THE AGENTS INVOLVED, AS WELL AS MANY OTHER CAPABILITIES IN CREATIVITY, PLANNING, STRATEGY, DESIGN, ADN ANALYSIS AND MEASUREMENT OF ADVERTISING CAMPAIGNS
  - Creative capabilities.
  - Digital mindset and omnichannel.
  - An international and global vision of communications.
  - Leadership and teamwork capabilities.
  - MADRID & VALENCIA

- PREPARE YOURSELF FOR THE CREATION AND MANAGEMENT OF DIGITAL COMPANIES, OR LEAD THE DIGITAL TRANSFORMATION OF THOSE COMPANIES GETTING INTO THE DIGITAL WORLD
  - Attracted by technology •
  - Participants who wish to develop their career at international level •
  - Business leadership and entrepreneurial spirit •
  - Interest in improving the company’s efficiency by digitalizing its processes •
  - MADRID & VALENCIA

GLOBAL MARKETING MANAGEMENT

- TO TRAIN STUDENTS INTO HIGHLY-QUALIFIED MARKETING, SALES AND DIGITAL AREA PROFESSIONALS THAT ARE ABLE TO MEET THE DEMANDS OF THE LABOR MARKET
  - Participants who wish to develop their career in marketing and/or sales at international level.
  - With an entrepreneurial spirit and creative capacity.
  - Interested in Business Digital Environment.
  - Leadership and teamwork capabilities.
  - MADRID, BARCELONA, VALENCIA, SEVILLA, MÁLAGA, PAMPLONA & GRANADA

- TO PROVIDE STUDENTS WITH A HIGH-QUALITY TRAINING SO THAT THEY CAN DEVELOP THE INTERNATIONALIZATION PROCESS OF THE COMPANY, AS WELL AS CREATING AND MANAGING COMPANIES OPERATING OVERSEAS
  - Participants who wish to develop their career at international level •
  - Leadership capabilities •
  - Diversity and multicultural awareness •
  - Language skills •
  - VALENCIA

BUSINESS ADMINISTRATION & MANAGEMENT

- COMPANY: 80% MARKETING 20%

- TO PROVIDE STUDENTS WITH DEEP KNOWLEDGE ON EVERY AREA OF THE COMPANY AND ADDING VALUE TO THE DEVELOPMENT OF ANY BUSINESS STRATEGY IN ORDER TO IMPROVE AND OPTIMIZE RESULTS
  - Interested in a company's global vision •
  - Business management, financial management, sales and human management •
  - Logical analytical capacity •
  - Incorporate digital economy in business processes •
  - MADRID & VALENCIA*

INTERNATIONAL BUSINESS

- COMPANY: 70% MARKETING 30%

- TO PROVIDE STUDENTS WITH DEEP KNOWLEDGE ON EVERY AREA OF THE COMPANY AND ADDING VALUE TO THE DEVELOPMENT OF ANY BUSINESS STRATEGY IN ORDER TO IMPROVE AND OPTIMIZE RESULTS
  - Interested in a company's global vision •
  - Business management, financial management, sales and human management •
  - Logical analytical capacity •
  - Incorporate digital economy in business processes •
  - MADRID & VALENCIA*

*Pending verification
Companies demand highly-qualified professionals in business, marketing, advertising, sales and digital economy. Besides academic training, it is also important to speak multiple languages, to be able to travel and to demonstrate entrepreneurial spirit, motivation and creativity.

We promote the employment of our students by encouraging them to apply, during their internships, the practical academic training obtained in the School.

After the third year, classes are taken in the afternoon and internships in the morning.

We provide students with the skills and knowledge to work in the best companies in the world.

ENTREPRENEURSHIP CENTER
ESIC creates, promotes and integrates activities towards encouraging entrepreneurship, and offers support and training.

ESIC develops activities and programs in the area of company creation to support the business initiatives of ESIC students and alumni and to contribute towards their consolidation.

You will be supported throughout your entire working life through ESIC Alumni, the largest network of former students of business, marketing, communication and digital economy, in Spain.

You will have a FREE EMPLOYMENT DATABASE throughout your professional life.
INTERNATIONAL MOVILITY PROGRAMS

as an ESIC student you will have the possibility to complete your training abroad during a semester or academic year, and to validate your studies through

5 DIFFERENT PATHWAYS

Erasmus+ / Munde ESIC / Horizon / Degree++ / Terra

Erasmus+
Internship and Academic Mobility programs within the European Education Area subsidized by the European Union.

Degree++
Mobility programs aimed at taking the last year of the degree abroad to obtain a degree given by the host country.

Horizon
Mobility programs where the tuition fees are established by the host university / specific economic conditions without geographic limitations.

Munde ESIC
Mobility programs in universities that are not in the European Education Area.

Terra
Specific Mobility programs based academic recognition in educational institutions around the world.

ESIC LANGUAGES

ESIC Languages School offers language training in English to help you get your language capabilities accredited. The School is an official examination center for the most renowned language examinations like DELE, TOEFL, or Cambridge.

We teach courses in several languages, as well as Spanish as a second language for foreigners. We help you improve and perfect your level with internships and language courses abroad.

www.esic.edu/idiomas

120+ agreements WITH UNIVERSITIES NATIONAL & INTERNATIONAL

AGREEMENTS IN 40+ COUNTRIES IN 5 CONTINENTS

STUDY TOURS

500+ STUDENTS IN INTERNATIONAL MOBILITY PROGRAMS EVERY YEAR

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AGREEMENTS IN 40+ COUNTRIES IN 5 CONTINENTS

STUDY TOURS

500+ STUDENTS IN INTERNATIONAL MOBILITY PROGRAMS EVERY YEAR

Horizon

movility programs where the tuition fees are established by the host university / specific economic conditions without geographic limitations.

Munde ESIC

Mobility programs in universities that are not in the European Education Area.

Terra

Specific Mobility programs based academic recognition in educational institutions around the world.

REQUIREMENTS

having successfully passed the 1st academic course in the moment of applying.

language certification that accredits a minimum level of B2 in the language in which the mobility program will be developed, and in some cases, a specific certification required by the host university.

* in order to participate in this mobility program, it is necessary to have successfully passed the three previous academic years.
LEADERS IN PROFESSIONAL TRAINING & MARKETING IN SPAIN
"KNOWING HOW and KNOWING HOW TO BE" Involve following a method that leads the way to success

3 KEY METHODOLOGICAL FACTORS:

- RIVER CASES: Several subjects converge in a single objective
- THE LECTURE ROOM IN EVERYWHERE Workshops, master-classes and visits to companies
- CONTINUOUS UPDATING AND INNOVATION

STUDY PLAN
GLOBAL MARKETING MANAGEMENT

<table>
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| TOTAL FIRST YEAR CREDITS | 73.5 |

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| TOTAL SECOND YEAR CREDITS | 72 |

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| TOTAL THIRD YEAR CREDITS | 72 |

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| TOTAL FOURTH YEAR CREDITS | 82.5 |

| TOTAL CREDITS | 300 |
TECHLIFE
BUILDING SKILLS
BE PROFESSIONAL
A CRITICAL SPIRIT
CREATIVE DEVELOPMENT
TEAM WORKING
SELF-DIAGNOSIS
LEADERSHIP
MY DIGITAL FOOTPRINT
TRANSFORMATION AND CHANGE

EDUCATIONAL THEMES
INTERNATIONALIZATION
The market is global now; gain a perspective and viewpoint that are open and international

MARKETING
The differentiation driver in a company
OUR ADN

SALES
One of the fields with the greatest demand for qualified professionals

THE DIGITAL ECONOMY
Company digitalization is reality

ENTREPRENEURSHIP
We encourage entrepreneurial culture. ESCP business adventure will help you to create a company or turn an idea into a business model

INTERNATIONALIZATION
SOME SKILLS, DIGITAL TOOLS and LANGUAGES

INTERNATIONALIZATION
The market is global now; gain a perspective and viewpoint that are open and international

PROFESSIONAL PROFILE
Qualified professionals with basic knowledge of economics and companies in general, together with broad knowledge of the work of marketing and sales in particular.

Here are some positions and posts you will be able to hold:

• marketing manager
• sales manager
• international marketing manager
• business development manager
• e-commerce manager
• digital marketing manager
• product manager
• brand manager
• national head of sales
• business intelligence analyst
• customer relationship manager
• market research analyst
• key account manager
• trade marketing manager
• international account manager
• international business manager
• direct marketing manager
• family business director

ORDER YOUR IDEAS, PLAN, AND MONITOR YOUR RESULTS...

We encourage entrepreneurial culture. ESCP business adventure will help you to create a company or turn an idea into a business model.

INDISPENSIBLE EDUCATIONAL ACCESSORIES
to become the new professionals that companies need.

KNOW YOURSELF
Coexist
Achieve the first challenge

MOBILITY PROGRAMS
Terra Program / Degree+ Program
Horizon Program
Study Tours (optional)

VOLUNTEER WORK
Live a transforming experience

PROFESSIONAL PRACTICE
From year 3, those students who wish can finish with 2 periods of practical experience

TECHLIFE
OFFICE TECHNOLOGY PRO I
OFFICE TECHNOLOGY PRO II
MULTIMEDIA DATABASES
GENERATING DIGITAL SPACES
PROGRAMMING
DIGITAL REALITY
MINDLAB

ENGLISH SUBJECTS
INTERNATIONAL MOBILITY
OFFICIAL LANGUAGE CERTIFICATION

OBTAINING THE INTERNATIONAL DOUBLE DEGREE
Official International Qualification
By a stay lasting the whole 4th year
In one of the following Universities:
Florida Atlantic University, U.S.A.
Fachhochschule Dortmund, Germany
ESSEC Business School, France
Derby University, United Kingdom.
(only for students from Granada Campus)

INTERNATIONAL MOBILITY:
The qualification offers the following International Mobility Itineraries:

STUDY TOURS:
3 optional stays during qualification:
In summer, distributed as follows:
at the end of the first year: Europe
at the end of the second year: America
at the end of the third year: Asia

INTERNATIONAL TERM:
A one-term stay in a foreign University.
The first term of the 4th year.
Terra Program - Horizon Program

Here are some positions and posts you will be able to hold:

• marketing manager
• sales manager
• international marketing manager
• business development manager
• e-commerce manager
• digital marketing manager
• product manager
• brand manager
• national head of sales
• business intelligence analyst
• customer relationship manager
• market research analyst
• key account manager
• trade marketing manager
• international account manager
• international business manager
• direct marketing manager
• family business director

EDUCATIONAL ACTIVITIES
We offer a range of opportunities to enrich education with parallel activities that complete your education with us:

SEMINARS / WORKSHOPS / STUDY GROUPS / MASTER-CLASSES / CONFERENCES / VISITS TO COMPANIES
DIGITAL SKILLS / MENTORING

IMPORTANT:
To obtain the Degree in Global Marketing Management it is necessary to undertake at least one of this options:
2 Study Tours or 1 International Term or the Double Degree.

PROFESSIONAL PRACTICE
From year 3, those students who wish can finish with 2 periods of practical experience

KNOW YOURSELF
Coexist
Achieve the first challenge

MOBILITY PROGRAMS
Terra Program / Degree+ Program
Horizon Program
Study Tours (optional)

VOLUNTEER WORK
Live a transforming experience

PROFESSIONAL PRACTICE
From year 3, those students who wish can finish with 2 periods of practical experience

EDUCATIONAL THEMES
INTERNATIONALIZATION
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MARKETING
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OUR ADN

SALES
One of the fields with the greatest demand for qualified professionals

THE DIGITAL ECONOMY
Company digitalization is reality

ENTREPRENEURSHIP
We encourage entrepreneurial culture. ESCP business adventure will help you to create a company or turn an idea into a business model

INTERNATIONALIZATION
SOME SKILLS, DIGITAL TOOLS and LANGUAGES

INTERNATIONALIZATION
The market is global now; gain a perspective and viewpoint that are open and international

PROFESSIONAL PROFILE
Qualified professionals with basic knowledge of economics and companies in general, together with broad knowledge of the work of marketing and sales in particular.

Here are some positions and posts you will be able to hold:

• marketing manager
• sales manager
• international marketing manager
• business development manager
• e-commerce manager
• digital marketing manager
• product manager
• brand manager
• national head of sales
• business intelligence analyst
• customer relationship manager
• market research analyst
• key account manager
• trade marketing manager
• international account manager
• international business manager
• direct marketing manager
• family business director

EDUCATIONAL ACTIVITIES
We offer a range of opportunities to enrich education with parallel activities that complete your education with us:

SEMINARS / WORKSHOPS / STUDY GROUPS / MASTER-CLASSES / CONFERENCES / VISITS TO COMPANIES
DIGITAL SKILLS / MENTORING

IMPORTANT:
To obtain the Degree in Global Marketing Management it is necessary to undertake at least one of this options:
2 Study Tours or 1 International Term or the Double Degree.
The Bachelor’s Degree in Marketing provides participants with a high-quality training on business management, marketing and market research. A highly renowned degree that trains participants to face and solve complex challenges in an increasingly globalized business and marketing environment.

Participants will learn how to use the proper marketing tools to successfully meet the latest demands of today’s business environment. This degree also offers participants access to multiple career opportunities and trains them to assume managerial and executive roles at any national or international organization.

In addition, ESIC provides you with specific training complements thanks to the combination of the degree with specialization diplomas and private degrees, which will make your training one of the most qualified in the national and international market.
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<th>YEAR</th>
<th>TOTAL CREDITS</th>
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<td>FIRST YEAR</td>
<td>12,0 TOTAL CREDITS</td>
<td>CHINESE I / CHINESE II</td>
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<td>TABLEAU / CUSTOMER MANAGEMENT AND DATA DISPLAY IN BUSINESS INTELLIGENCE: POWERBI, SISTRIX / E-COMMERCE DESIGN: PRESTASHOP, OPTIMIZE 360 / WEB DESIGN: WORDPRESS / ANTHROPOLOGY / CHINESE III</td>
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<td>SECOND YEAR</td>
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<td>BUSINESS WITH GLOBAL CAUSE</td>
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**TOTAL CREDITS: 60,0**

**Second Degree in Digital Business**

**Bachelor's Degree in Marketing + Degree in Digital Business**

**TOTAL CREDITS: 135**

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**Students enrolled in the Official Degree in Marketing by URJC will in turn receive ESIC’s Degree in Digital Business, granting 135 additional credits to those already obtained in the Official Degree syllabus.**
What about you? Will you enjoy the ESIC?
It is the moment to believe in yourself, to choose the differentiating path, show the world what you are capable of...
talent / involvement / commitment / excellence...

It is the moment to believe in yourself, to choose the differentiating path, show the world what you are capable of...
talent / involvement / commitment / excellence...

We create the competition’s MOST IMPORTANT
FROM ACADEMIA
5,000+ participants
2,150 teams
881 universities and business schools
89 countries

ENTERPRISE
We help you start your business projects
we generate, promote and integrate the actions for the promotion of entrepreneurship,
providing support and training. We develop activities such as meetings, forums, investors, hubs,
simulators, accelerator projects, etc, in order to make your business idea become a reality.

More than a
UNIVERSITY

Entertainment and networking events

Meet Forum on employability and entrepreneurship
that brings together national and international entrepreneurs,
and companies where you can share experiences,
attend lectures and participate in selection processes.

We organize the biggest event in University...
8 campus 3,500+ students

It is the moment to believe in yourself, to choose the differentiating path, show the world what you are capable of...
talent / involvement / commitment / excellence...

NETWORKING
And the largest gathering for professionals in business, marketing, communications and digital economy in Spain...

A new space to live unique learning experience based on the possibilities of Robotics and disruptive technologies.
You will master the tools that are already transforming the present and will mark the future of the business.

A different way to approach the business reality in the classroom
Enjoy masterclasses where we address cutting edge and relevant issues through the experience of professionals and industry experts, professors or prestigious speakers.

CONTESTS & COMPETITIONS
Excellence awards
Entrepreneurship
Carem
ESIdea
Aster Award for research
Debate Club

PUBLISHING
Own specialized publishing
We have our own publishing branch, providing the research and dissemination economy, business, marketing, etc.
Our editorial background, in constant renovation, has more than 500 published titles whose authors are mainly in academia or professionals, expert members of our business environment.

CERTIFICATIONS...
OWN QUALITY LAB NEUROMARKETING
MULTIMEDIA TOOLS
DIGITAL TOOLS
Sports Club

Volunteer groups that allow students to grow by helping others, learn about other realities and actively participate in the rebuilding of a better world.

Giving Back Projects

Multi-cultural Classroom

Share experiences with students from all over the world.

Public College

Library

Self-Service & Cafeteria

We have a cafeteria and self-service area with menus specially prepared for students.

Many experiences from Around the World...
YOU PUT IN THE EFFORT, THE MOTIVATION AND THE DEDICATION WHILE WE MAKE SURE THAT ECONOMIC ISSUES ARE NOT AN OBSTACLE FOR YOU

ALUMNI SCHOLARSHIPS up to

DIVERSITY SCHOLARSHIPS up to

FINANCIAL AID SCHOLARSHIPS up to

LARGE FAMILY DISCOUNT SCHOLARSHIPS up to

INTERNATIONAL STUDENTS SCHOLARSHIPS up to

SIBLINGS that are ESIC students or alumni scholarships up to

ACADEMIC EXCELLENCE SCHOLARSHIPS up to

INTERNATIONAL MOBILITY SCHOLARSHIPS up to

SIBLINGS

Find all the information and requirements about our scholarships at:

www.esic.edu/grado/becas-ayudas

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