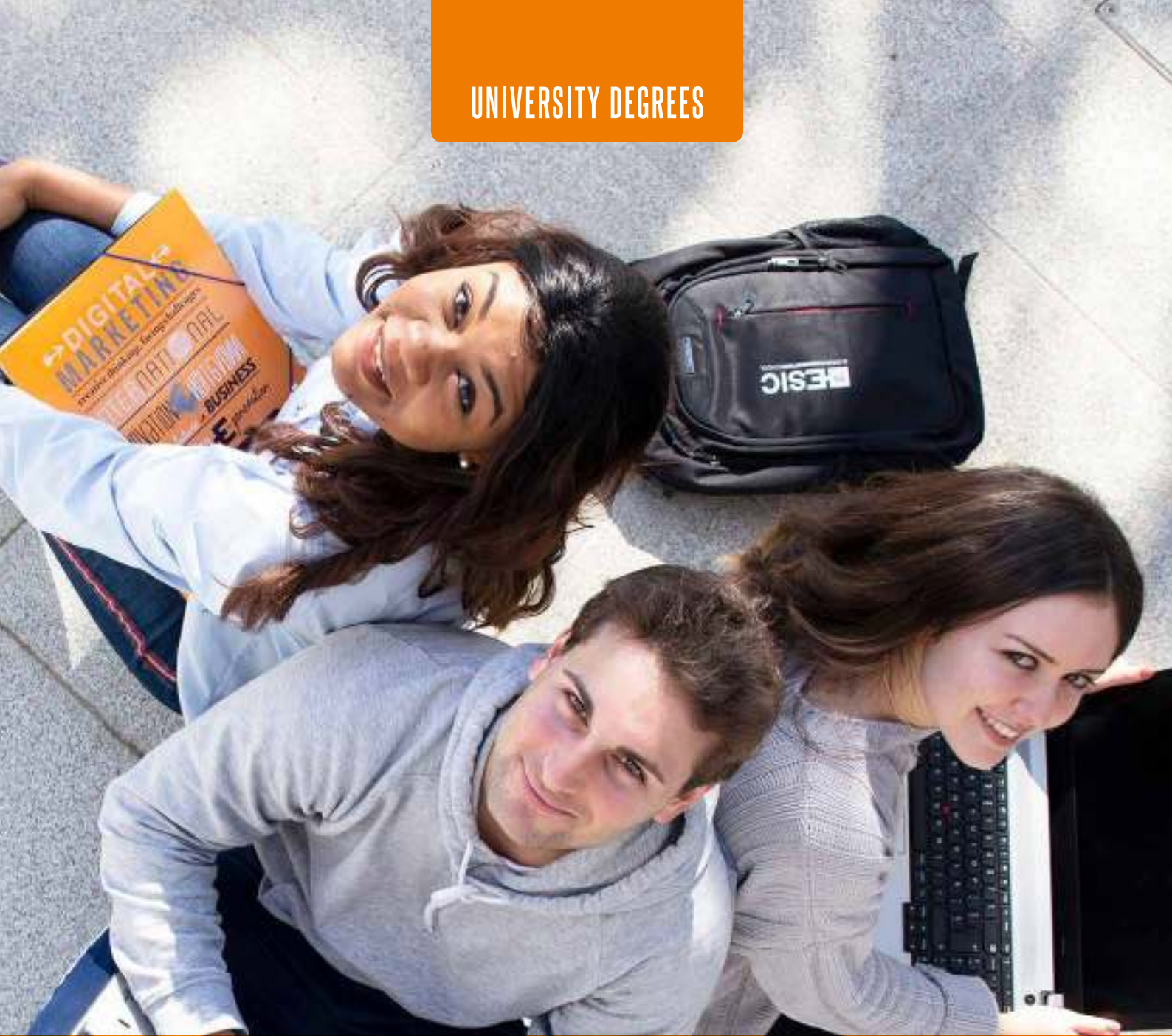


UNIVERSITY DEGREES



# BACHELOR'S DEGREE IN MARKETING

DEGREE IN  
DIGITAL BUSINESS



CENTRO ADSCRITO A  
UNIVERSITAT  
ROVIRA I VIRGILI

 **ESIC**  
BUSINESS & MARKETING SCHOOL

ESIC teaches this degree as an affiliated centre to the Rovira i Virgili University in Barcelona.

*Transforming people*





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



**ESIC in Ranking 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



**youth**  
*incorporated*  
**TOP 100 universities**

# 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 AT A GLANCE

**60,000+ ESIC Alumni** represent the largest business and marketing network of professionals in Spain

**3 areas of activity:** undergraduate studies, graduate studies and executive education

**12 campus** in Spain and strategic alliances in **5 continents**

**Strategic agreements with 120+ universities** in **40+** countries

**Affiliated to public and private** Spanish universities

**Top ranked** among the most important business and marketing rankings



# 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 🇪🇸 **NEW**

Madrid / Valencia.

#### COMMUNICATION/ADVERTISING & PUBLIC RELATIONS 🇪🇸

Madrid / Valencia.

#### INTERNATIONAL BUSINESS 🇬🇧

Valencia.

Add to your **BACHELOR'S DEGREE**  
a **Specialised Diploma**<sup>1</sup>:

+ Professional Skills

+ Herramientas Digitales y Multimedia **NEW**

### 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<sup>2</sup>

1 Consult degrees, itinerary and languages available by campus.  
Degrees in Spanish, English or bilingual.

2 Only available for students at ESIC Granada Campus

## 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<sup>1</sup>**:

+ GLOBAL MARKETING MANAGEMENT

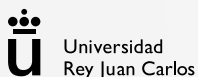
+ MARKETING

+ DIGITAL BUSINESS

+ DATA SCIENCE **NEW**

+ ENTREPRENEURSHIP & INNOVATION **NEW**

ESIC IS AFFILIATED TO PUBLIC AND PRIVATE UNIVERSITIES





# Udcp

UNIDAD DE DESARROLLO PROFESIONAL

PRÁCTICAS EN EMPRESA  
CARRERAS PROFESIONALES  
EMPRENIMIENTO  
ALUMNI

ESIC  
MARKETING

ToysRUs

Johnson & Johnson

SEUR

Santander

REPSOL

SEPHORA

vodafone

P&G

BBVA

ups

Apple

BMW

COLGATE-PALMOLIVE

GROUPON

Kellogg's

Coca-Cola

LYMH

HEINEKEN

Campofrío

Google

Mercedes-Benz

movistar

Carrefour

DELL

PHILIPS

SAMSUNG

AVON

nielsen

NH  
HOTELS

WE PROVIDE STUDENTS  
WITH THE SKILLS AND KNOWLEDGE TO WORK  
IN THE BEST COMPANIES  
IN THE WORLD

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

**pdc**  
PROFESSIONAL  
DEVELOPMENT  
CENTER  
by **ESIC**

# ENTREPRENEURSHIP

## INTERNSHIP OPPORTUNITIES

**1,600**

INTERNSHIPS GRANTED

**94%**

PAID INTERNSHIPS

**30%**

STUDENTS HIRED  
AFTER INTERNSHIPS

**2x**

POSSIBILITY OF  
EXTENDING THE  
INTERNSHIP PERIOD

**+30%**

STUDENTS HAD THEIR CONTRACT  
RENEWED TO EXTEND THEIR  
INTERNSHIP AND WORK

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.

## CAREER ADVICE

**2,000**

JOB OPPORTUNITIES  
MANAGED BY ESIC  
YEARLY

**93%**

EMPLOYMENT  
RATE OF  
OUR STUDENTS

**21%**

INTERNATIONAL JOB  
OPPORTUNITIES

**90%**

OF OUR STUDENTS  
HAVE BEEN EMPLOYED  
IN LESS THAN 6 MONTHS

**75%**

OF OUR STUDENTS WORK AT A  
MULTINATIONAL COMPANY

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

## ENTREPRENEURSHIP CENTER



PERSONALIZED  
PROFESSIONAL  
ADVICE



NETWORKING  
BETWEEN  
ENTREPRENEURS



BUSINESS  
INCUBATOR



INVESTOR'S  
FORUM



PREFERENTIAL  
LOANS

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.



**ADD**

OPPORTUNITIES  
BACKGROUND  
EXPERIENCE  
PEOPLE

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

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

**BACHELOR'S  
DEGREES**

**ESIC  
DEGREES**

## 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 1<sup>st</sup> 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.





# BROADEN YOUR MIND, MULTIPLY

## YOUR EMPLOYMENT

**120+ agreements**  
WITH UNIVERSITIES  
NATIONAL & INTERNATIONAL



AGREEMENTS IN  
**40+ COUNTRIES**  
IN 5 CONTINENTS



**STUDY  
TOURS**



**500+ STUDENTS**  
IN INTERNATIONAL  
MOBILITY PROGRAMS EVERY YEAR



- GERMANY
- A.R.Y. MACEDONIA
- ARGENTINA
- AUSTRALIA
- AUSTRIA
- BELGIUM
- BRAZIL
- CANADA
- CHILE
- CHINA
- COLOMBIA
- SOUTH KOREA
- CROATIA
- DENMARK
- U.S.
- SLOVAKIA
- SLOVENIA
- ESTONIA
- FINLAND
- FRANCE
- GREECE
- HUNGARY
- IRELAND
- ITALY
- LATVIA
- LITHUANIA
- LUXEMBOURG
- MOROCCO
- MEXICO
- NORWAY
- NETHERLANDS
- PERU
- POLAND
- PORTUGAL
- PUERTO RICO
- UK
- CZECH REPUBLIC
- ROMANIA
- RUSSIA
- SWEDEN
- TAIWAN
- TURKEY
- VENEZUELA



CHANGING LIVES  
OPENING MINDS

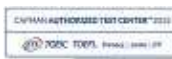
## ESIC LANGUAGES

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.



Linguaskill from 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](http://www.esic.edu/idiomas)

esic.e

BUSINESS & MARKETING SCHOOL



edu  
ESIC



**LEADERS IN  
PROFESSIONAL  
TRAINING & MARKETING  
IN SPAIN**



# BACHELOR'S DEGREE IN MARKETING

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.

CENTRO ADSCRITO A  
 UNIVERSITAT  
ROVIRA i VIRGILI

ESIC teaches this degree as an affiliated centre to the Rovira i Virgili University in Barcelona.

## STUDENT PROFILE:

- WANTS TO WORK IN MARKETING AND / OR A GLOBAL AND EVOLVING SALES ENVIRONMENT.
- LOGICAL-ANALYTICAL AND CREATIVE CAPACITY.
- INTERESTED IN DIGITAL BUSINESS.
- LEADERSHIP SKILLS.



## CAREER OPPORTUNITIES:

- MARKETING MANAGER
- BRAND MANAGER
- PRODUCT MANAGER
- DIGITAL MARKETING SPECIALIST
- MARKETING CONSULTANT
- SOCIAL MEDIA MARKETING MANAGER
- SALES MANAGER
- INTERNATIONAL TRADE MANAGER
- MARKET RESEARCH ANALYST
- CUSTOMER RELATIONSHIP MANAGER
- INTERNATIONAL BUSINESS MANAGER
- KEY ACCOUNT MANAGER
- BUSINESS DEVELOPMENT MANAGER
- TRADE MARKETING MANAGER
- BUSINESS PLANNING MANAGER
- BUSINESS ADVISOR
- E-COMMERCE MANAGER

# BACHELOR'S DEGREE IN MARKETING [BDM] + DIPLOMA IN PROFESSIONAL SKILLS [DPS]

## BDM FIRST YEAR

| CR  | S  | TP |                                 |
|-----|----|----|---------------------------------|
| 6.0 | S1 | OB | MARKETING FUNDAMENTALS          |
| 6.0 | S1 | FB | COMPANY FUNDAMENTALS            |
| 6.0 | S1 | FB | BUSINESS MATHEMATICS            |
| 6.0 | S1 | FB | ECONOMIC HISTORY                |
| 6.0 | S1 | FB | BUSINESS SOCIOLOGY              |
| 6.0 | S2 | FB | BUSINESS COMMUNICATION          |
| 6.0 | S2 | FB | MODERN LANGUAGE                 |
| 6.0 | S2 | FB | STATISTICS APPLIED TO MARKETING |
| 6.0 | S2 | FB | ECONOMY I: MICROECONOMICS       |
| 6.0 | S2 | FB | IT APPLIED TO MARKETING         |

**60,0** ECTS FIRST YEAR

## BDM SECOND YEAR

| CR  | S  | TP |   |
|-----|----|----|---|
| 6.0 | S3 | OB | ECONOMY II: MACROECONOMICS                    |
| 4.5 | S3 | OB | ECONOMIC-FINANCIAL ANALYSIS FOR MARKETING I   |
| 4.5 | S3 | OB | LEGAL REGULATION OF THE MARKET                |
| 6.0 | S3 | OB | MARKETING AND CORPORATE SOCIAL RESPONSABILITY |
| 4.5 | S3 | OB | CONSUMER'S BEHAVIOR I                         |
| 4.5 | S3 | OB | STRATEGIC MARKETING                           |
| 4.5 | S4 | OB | ECONOMIC-FINANCIAL ANALYSIS FOR MARKETING II  |
| 4.5 | S4 | OB | MARKET RESEARCH I                             |
| 4.5 | S4 | OB | CONSUMER'S BEHAVIOR II                        |
| 4.5 | S4 | OB | PRODUCT POLICY                                |
| 6.0 | S4 | OB | DISTRIBUTION POLICY                           |
| 6.0 | S4 | OB | STRATEGIC BRAND MANAGEMENT                    |

**60,0** ECTS SECOND YEAR

## BDM THIRD YEAR

| CR  | S  | TP |  |
|-----|----|----|--|
| 6.0 | S5 | OB | COMMUNICATION AND ADVERTISING                |
| 4.5 | S5 | OB | DECISION-MAKING METHODS APPLIED TO MARKETING |
| 4.5 | S5 | OB | MARKETING AND APPLIED INFORMATION SYSTEMS    |
| 6.0 | S5 | OB | PRICES AND COSTS POLICY                      |
| 4.5 | S5 | OB | TRADING TECHNIQUES                           |
| 4.5 | S5 | OB | RELATIONAL AND DIRECT MARKETING              |
| 4.5 | S2 | OB | BUSINESS START-UP                            |
| 4.5 | S2 | OB | HUMAN RESOURCES MANAGEMENT                   |
| 4.5 | S2 | OB | SALES MANAGEMENT                             |
| 6.0 | S2 | OB | INTERNATIONAL MARKETING MANAGEMENT           |
| 6.0 | S2 | OB | DIGITAL MARKETING STRATEGIES                 |
| 4.5 | S2 | OB | MARKET RESEARCH II                           |

**60,0** ECTS THIRD YEAR

## BDM FOURTH YEAR

| CR   | S  | TP |                                 |
|------|----|----|---------------------------------|
| 4.5  | S7 | OB | STRATEGIC MANAGEMENT            |
| 6.0  | S7 | OB | MARKETING PLAN                  |
| 4.5  | S7 | OB | ELECTIVE 1                      |
| 4.5  | S7 | OB | ELECTIVE 2                      |
| 4.5  | S7 | OB | ELECTIVE 3                      |
| 3.0  | S7 | OB | ELECTIVE 4                      |
| 3.0  | S7 | OB | ELECTIVE 5                      |
| 24.0 | S8 | OB | INTERSHIPS                      |
| 6.0  | A  | PE | BACHELOR'S DEGREE FINAL PROJECT |

**60,0** ECTS FOURTH YEAR

## DPS FIRST YEAR

| CR  | S  | TP |                   |
|-----|----|----|-------------------|
| 6.0 | S1 | P  | CHINESE I         |
| 3.0 | S2 | P  | CRITICAL THINKING |
| 3.0 | S2 | P  | ANTHROPOLOGY      |

**12,0** CREDITS FIRST YEAR

## DPS SECOND YEAR

| CR  | S  | TP |             |
|-----|----|----|-------------|
| 6.0 | S3 | P  | CHINESE III |
| 6.0 | S4 | P  | CHINESE IV  |

**12,0** CREDITS SECOND YEAR

## DPS THIRD YEAR

| CR  | S  | TP |                            |
|-----|----|----|----------------------------|
| 3.0 | S5 | P  | MULTIMEDIA SOFTWARE        |
| 3.0 | S5 | P  | CREATIVE MINDSET           |
| 3.0 | S6 | P  | CREATION OF DIGITAL SPACES |
| 3.0 | S6 | P  | CHRISTIAN SOCIAL THINKING  |

**12,0** CREDITS THIRD YEAR

## DPS FOURTH YEAR

| CR  | S  | TP |                        |
|-----|----|----|------------------------|
| 3.0 | S8 | P  | BUSINESS ETHICS        |
| 3.0 | S8 | P  | TANGIBLES-WEARABLES    |
| 3.0 | S8 | P  | LEADERSHIP             |
| 3.0 | S8 | P  | MY DIGITAL FINGERPRINT |

**12,0** CREDITS FOURTH YEAR

**48** TOTAL CREDITS

## ELECTIVES

BACHELOR'S DEGREE IN MARKETING FOURTH YEAR

### ELECTIVE 1:

NEUROMARKETING  
CUSTOMER EXPERIENCE MANAGEMENT  
NEW SERVICES MARKETING

### ELECTIVE 2:

E-COMMERCE  
DIGITAL MARKETING METRICS & ANALYTICS  
MOBILE MARKETING / MARKETING FOR MOBILE DEVICES

### ELECTIVE 3:

BUSINESS MODELS FOR DIGITAL ECONOMY  
BUSINESS INTELLIGENCE IN A DIGITAL ENVIRONMENT  
CREATIVITY AND DIGITAL INNOVATION

### ELECTIVE 4:

I.T. SEMINARS I (RELATIONAL DATABASE IN DIGITAL ENVIRONMENTS)  
RECOGNIZED EDUCATIONAL ACTIVITIES I

### ELECTIVE 5:

I.T. SEMINARS II (DATA ANALYSIS FOR BUSINESSES WITH SPSS)  
RECOGNIZED EDUCATIONAL ACTIVITIES II  
LEARNING ACTIVITIES II

### NOTE:

THE STUDENT MUST CHOOSE A SUBJECT FROM EACH OPTION

PROGRAMS SUBJECT TO CHANGE.

**240** TOTAL ECTS

URV students taking the Bachelor's Degree in Marketing (BDM) will be able to obtain the ESIC's Diploma in Professional Skills (DPS) by taking **48 additional** credits.







# BACHELOR'S DEGREE IN MARKETING [BDM] + DEGREE IN DIGITAL BUSINESS [DDB]

## BDM FIRST YEAR

| CR  | S  | TP |                                 |
|-----|----|----|---------------------------------|
| 6.0 | S1 | OB | MARKETING FUNDAMENTALS          |
| 6.0 | S1 | FB | COMPANY FUNDAMENTALS            |
| 6.0 | S1 | FB | BUSINESS MATHEMATICS            |
| 6.0 | S1 | FB | ECONOMIC HISTORY                |
| 6.0 | S1 | FB | BUSINESS SOCIOLOGY              |
| 6.0 | S2 | FB | BUSINESS COMMUNICATION          |
| 6.0 | S2 | FB | MODERN LANGUAGE                 |
| 6.0 | S2 | FB | STATISTICS APPLIED TO MARKETING |
| 6.0 | S2 | FB | ECONOMY I: MICROECONOMICS       |
| 6.0 | S2 | FB | IT APPLIED TO MARKETING         |

**60,0** ECTS FIRST YEAR

## BDM SECOND YEAR

| CR  | S  | TP |   |
|-----|----|----|---|
| 6.0 | S3 | OB | ECONOMY II: MACROECONOMICS                    |
| 4.5 | S3 | OB | ECONOMIC-FINANCIAL ANALYSIS FOR MARKETING I   |
| 4.5 | S3 | OB | LEGAL REGULATION OF THE MARKET                |
| 6.0 | S3 | OB | MARKETING AND CORPORATE SOCIAL RESPONSIBILITY |
| 4.5 | S3 | OB | CONSUMER'S BEHAVIOR I                         |
| 4.5 | S3 | OB | STRATEGIC MARKETING                           |
| 4.5 | S4 | OB | ECONOMIC-FINANCIAL ANALYSIS FOR MARKETING II  |
| 4.5 | S4 | OB | MARKET RESEARCH I                             |
| 4.5 | S4 | OB | CONSUMER'S BEHAVIOR II                        |
| 4.5 | S4 | OB | PRODUCT POLICY                                |
| 6.0 | S4 | OB | DISTRIBUTION POLICY                           |
| 6.0 | S4 | OB | STRATEGIC BRAND MANAGEMENT                    |

**60,0** ECTS SECOND YEAR

## BDM THIRD YEAR

| CR  | S  | TP |  |
|-----|----|----|--|
| 6.0 | S5 | OB | COMMUNICATION AND ADVERTISING                |
| 4.5 | S5 | OB | DECISION-MAKING METHODS APPLIED TO MARKETING |
| 4.5 | S5 | OB | MARKETING AND APPLIED INFORMATION SYSTEMS    |
| 6.0 | S5 | OB | PRICES AND COSTS POLICY                      |
| 4.5 | S5 | OB | TRADING TECHNIQUES                           |
| 4.5 | S5 | OB | RELATIONAL AND DIRECT MARKETING              |
| 4.5 | S2 | OB | BUSINESS START-UP                            |
| 4.5 | S2 | OB | HUMAN RESOURCES MANAGEMENT                   |
| 4.5 | S2 | OB | SALES MANAGEMENT                             |
| 6.0 | S2 | OB | INTERNATIONAL MARKETING MANAGEMENT           |
| 6.0 | S2 | OB | DIGITAL MARKETING STRATEGIES                 |
| 4.5 | S2 | OB | MARKET RESEARCH II                           |

**60,0** ECTS THIRD YEAR

## BDM FOURTH YEAR

| CR   | S  | TP |                                 |
|------|----|----|---------------------------------|
| 4.5  | S7 | OB | STRATEGIC MANAGEMENT            |
| 6.0  | S7 | OB | MARKETING PLAN                  |
| 4.5  | S7 | OB | ELECTIVE 1                      |
| 4.5  | S7 | OB | ELECTIVE 2                      |
| 4.5  | S7 | OB | ELECTIVE 3                      |
| 3.0  | S7 | OB | ELECTIVE 4                      |
| 3.0  | S7 | OB | ELECTIVE 5                      |
| 24.0 | S8 | OB | INTERSHIPS                      |
| 6.0  | A  | PE | BACHELOR'S DEGREE FINAL PROJECT |

**60,0** ECTS FOURTH YEAR

## DDB FIRST YEAR

| CR  | S  | TP |                     |
|-----|----|----|---------------------|
| 6.0 | S1 | P  | CHINESE I           |
| 3.0 | S1 | P  | ANTHROPOLOGY        |
| 3.0 | S2 | P  | TO BE PROFESSIONAL  |
| 4.5 | S2 | P  | DIGITAL ENVIRONMENT |

**16,5** TOTAL CREDITS FIRST YEAR

## DDB SECOND YEAR

| CR  | S  | TP |                     |
|-----|----|----|---------------------|
| 6.0 | S1 | P  | CHINESE III         |
| 3.0 | S1 | P  | CRITICAL THINKING   |
| 6.0 | S2 | P  | CHINESE IV          |
| 3.0 | S2 | P  | MULTIMEDIA SOFTWARE |

**18,0** TOTAL CREDITS SECOND YEAR

## DDB THIRD YEAR

| CR  | S  | TP |                            |
|-----|----|----|----------------------------|
| 3.0 | S1 | P  | CREATION OF DIGITAL SPACES |
| 3.0 | S1 | P  | CREATIVE MINDSET           |
| 4.5 | S1 | P  | SCIENTIFIC INVESTIGATION   |
| 3.0 | S2 | P  | CHRISTIAN SOCIAL THINKING  |
| 3.0 | S2 | P  | TEAMWORKING                |

**16,5** TOTAL CREDITS THIRD YEAR

## DDB FOURTH YEAR

| CR  | S  | TP |                           |
|-----|----|----|---------------------------|
| 3.0 | S2 | P  | BUSINESS ETHICS           |
| 3.0 | S2 | P  | SELF-DIAGNOSIS            |
| 3.0 | S2 | P  | MY DIGITAL FINGERPRINT    |
| 4.5 | S2 | P  | TREND SEARCH AND ANALYSIS |
| 4.5 | S2 | P  | SALES FORECASTING         |

**18,0** TOTAL CREDITS FOURTH YEAR

## DDB FIFTH YEAR

| CR  | S  | TP |                                       |
|-----|----|----|---------------------------------------|
| 3.0 | S1 | P  | LEADERSHIP                            |
| 4.5 | S1 | P  | MARKETING INTELLIGENCE                |
| 4.5 | S1 | P  | DIGITAL MARKETING METRICS & ANALYTICS |
| 4.5 | S1 | P  | CUSTOMER MARKETING                    |
| 4.5 | S1 | P  | DATA DRIVEN MARKETING                 |
| 4.5 | S1 | P  | GLOCAL MARKETING                      |
| 4.5 | S1 | P  | BUSINESS INNOVATION                   |
| 4.5 | S1 | P  | STRATEGIC FINANCES                    |
| 3.0 | S2 | P  | TANGIBLES-WEARABLES                   |
| 3.0 | S2 | P  | TRANSFORMATION & CHANGE               |
| 4.5 | S2 | P  | GLOBAL MINDSET                        |
| 4.5 | S2 | P  | GLOBAL COMMUNICATION                  |
| 4.5 | S2 | P  | BUSINESS WITH GLOBAL CAUSE            |
| 4.5 | S2 | P  | ENTREPRENEURSHIP                      |

**58,5** TOTAL CREDITS FIFTH YEAR

PROGRAMS SUBJECT TO CHANGE.

**240** TOTAL ECTS

Students enrolled in the Official Degree in Marketing by URV will in turn receive ESIC's Degree in Digital Business, granting **127,5 additional credits** to those already obtained in the Official Degree syllabus.

**127,5** TOTAL CREDITS



*What about you?*

GENER

GENER





*Will you enjoy the*

**ESIC?**

**GENERATION**





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...

# MORE THAN A UNIVERSITY

We organize the biggest event in University...

8 campus **3,500+** students

Generación **ESIC** EL PRIMER DIA DE TU FUTURO Jornada de Orientación Universitaria



## TOP 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.



**MEET** YOUR FUTURE **udp**



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

## NETWORKING

**HEM** HOY ES MARKETING



**GMC** Global Marketing Competition

We create the competition's MOST IMPORTANT FROM ACADEMIA

**5,000+** participants

**2,150** teams

**881** universities and business schools

**89** countries

# ENTREPRENEURS

## 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.



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 expertes, professors or prestigious speakers.

## CONTESTS & COMPETITIONS

- Excellence awards
- Entrepreneurship
- Carem
- ESICrea
- 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

QUANTY LAB  
NEUROMARKETING

MULTIMEDIA TOOLS



DIGITAL TOOLS







**OUTDOORS  
WELCOME**



**SELF-SERVICE  
& CAFETERIA**

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



**PUBLIC COLLEGE  
LIBRARY**



Many experiences from  
**AROUND THE WORLD...**







# SPORTS CLUB



# CAMPUS

# LIFE!



# MULTI-CULTURAL CLASSROOM

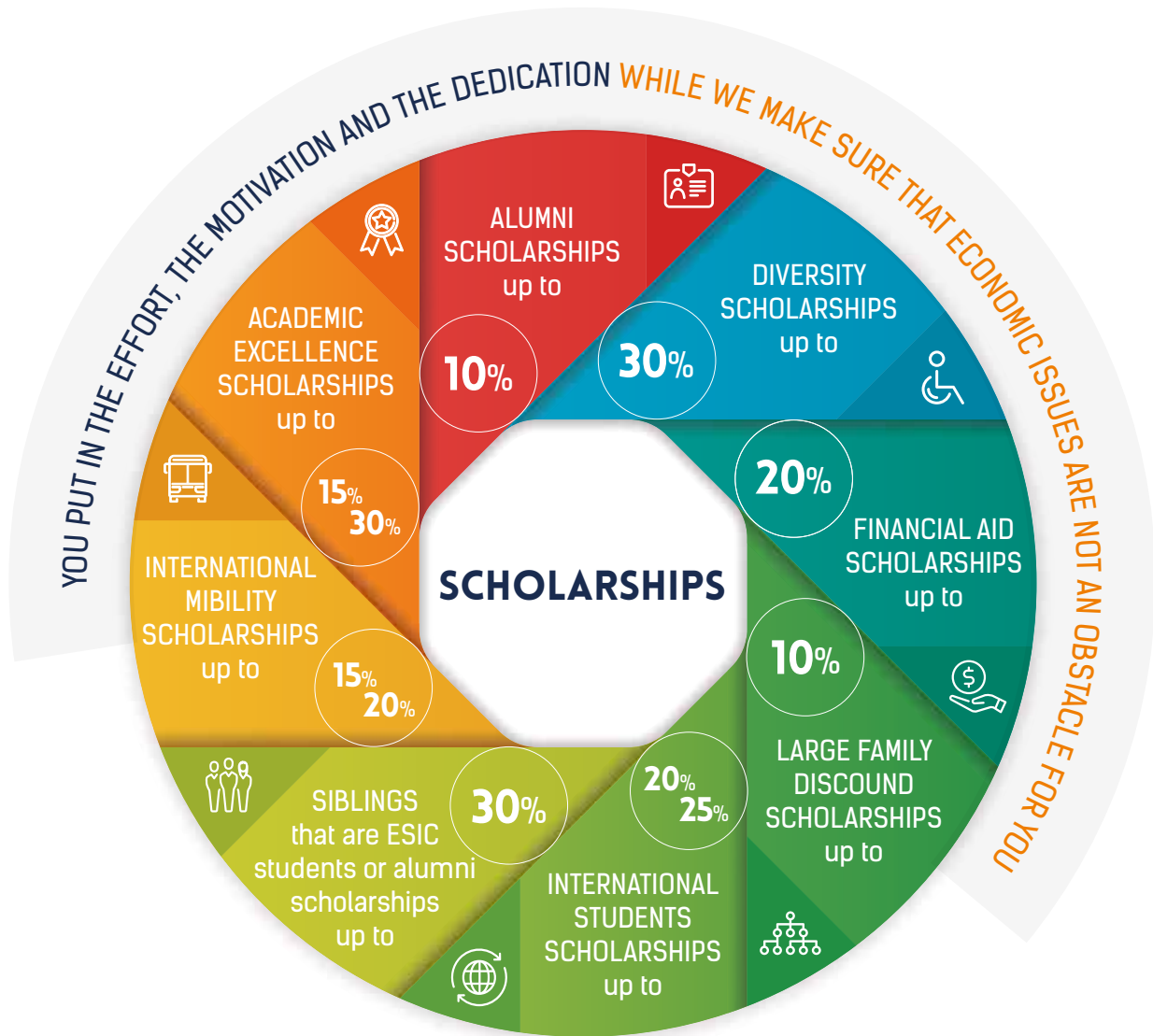
share experiences with student from all over the world.



Volunter 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

# SCHOLARSHIPS AND FINANCIAL AID PLAN



Find all the information and requirements about our scholarships at:

[www.esic.edu/grado/becas-ayudas](http://www.esic.edu/grado/becas-ayudas)

**THERE IS  
A GENERATION  
UNIVERSITY DEGREES  
DESTINED TO  
TRANSFORM  
THE WORLD**



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