ESIC Business and Marketing School
Spanish Summer Programs 2017
“Learn more, Be different, Go further!

If you like the idea of learning Spanish while getting to know the traditions and way of life of a country rich in culture, ESIC Idiomas has a program for you.

Spanish for Business Program in Madrid and Seville

Enhance the value of your degree and expand your horizons by studying in Spain during the summer. Improve your international business skills by discovering how the Spanish approach communications and relationships in a corporate context. Explore the amazing cultural heritage of Madrid and Seville, two of the most popular tourist destinations in Europe.

Visits included in the program:

- Madrid: guided city tour.
- Seville: guided city tour, including a visit to the Cathedral and the Royal Palace.

Optional visits:

ESIC offers optional company visits in Madrid and Seville, including the ‘Financial City’ headquarters of the Banco Santander (Madrid), Grupo Inditex company headquarters (flight to A Coruña included), the Bodegas Arzuaga (coach/train to Valladolid, Ribera del Duero, included), the Bodegas Osborne (Puerto de Santa María, Cádiz).

We also offer optional cultural visits with excursions to Toledo, Córdoba and Granada.

Accommodation:

During their stay in Madrid and Seville, students will have the option to live in a student residence on a full-board basis (breakfast, lunch and dinner included) or in a homestay on half board (breakfast and dinner included), according to their preferences.
## Prices:

<table>
<thead>
<tr>
<th>ESIC Centre</th>
<th>Dates</th>
<th>Levels</th>
<th>Length</th>
<th>Total hours</th>
<th>Tuition fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESIC Seville</td>
<td>26th June - 21st July</td>
<td>B2/C1</td>
<td>4 weeks</td>
<td>60</td>
<td>€540</td>
</tr>
<tr>
<td>ESIC Madrid</td>
<td>24th July - 18th August</td>
<td>B2/C1</td>
<td>4 weeks</td>
<td>60</td>
<td>€540</td>
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<tr>
<td>ESIC Seville &amp; ESIC Madrid</td>
<td>26th June - 18th August</td>
<td>B2/C1</td>
<td>8 weeks</td>
<td>120</td>
<td>€1,020</td>
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### 1 week accommodation (7 nights)

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<tr>
<th></th>
<th>Madrid</th>
<th>Seville</th>
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<tbody>
<tr>
<td>Student residence (FB) single room with en-suite bathroom</td>
<td>€301</td>
<td>€259</td>
</tr>
<tr>
<td>Homestay (HB) shared roomen-suite</td>
<td>€210</td>
<td>€175</td>
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<tr>
<td>Homestay (HB) single roomen-suite bathroom</td>
<td>€238</td>
<td>€203</td>
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## Spanish for Business in Madrid and Seville 8 weeks

**Option 1: Tuition Fee**

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<th>Madrid</th>
<th>Seville</th>
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<tbody>
<tr>
<td>€1,020</td>
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**Option 2: Tuition fee + cultural program + accommodation + transfers**

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<tr>
<td>€3,630</td>
<td>€2,920</td>
<td>€3,148</td>
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**Option 3: Tuition fee + accommodation + transfers**

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<tr>
<td>€3,565</td>
<td>€2,855</td>
<td>€3,083</td>
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*A minimum of 6 students with the same level of Spanish is required for this program.*
Program Description

This program consist of 60 - 120 hours focused on the business world. Students learn to handle different business or professional situations by acquiring specific language and practicing business skills useful for meetings, presentations, written communication and telephoning. Specific vocabulary is taught in the fields of Marketing, Human Resources, Enterprise, Publicity and Finance.

Level B2 (Upper - Intermediate)

1. Human Resources
   - Identifying and developing potential.
   - Competitive business environment and job satisfaction.
   - Job applications.
   - Telephone skills.

2. Marketing
   - Digital integrated marketing.
   - Development of new products.
   - Positioning and branding.
   - Products made in Spain.

3. Enterprise
   - Developing a business idea.
   - Company-employee Communication.
   - Trade negociaion.

4. Publicity
   - Fairs and exhibitions.
   - Advertising strategies.
   - Customers: Communication and loyalty.
   - Advertising trends in Spain and Latin America.

5. Finance
   - Money.
   - Investments. Where to invest in Spain and Latin America.
   - Banks and currencies.
   - International finance.

Level C1 (proficiency)

1. Management
   - Organizational culture.
   - Leadership.
   - Business meetings.
   - Community management.

2. Entrepreneurial competence
   - Competitiveness.
   - Competitive advantages.
   - Relations with customers.
   - Creating your own brand.

3. Publicity and Public Relations
   - Advertising impact.
   - Effectiveness in Social Media.
   - Corporate image.
   - Strategies and tactics.

4. Finance
   - MERCOSUR.
   - International economic and financial relations.
   - The Bank of Spain.
   - Inflation and unemployment.

5. Business environment
   - Company efficiency and productivity.
   - Work environment.
   - Business ethics.
   - Teleworking.
Students’ testimonials

After our delicious paella by the beach, ESIC study abroad was an extremely enriching experience and something I will cherish for my life. My only regret is that I could not stay there longer! I found the professors to be extremely knowledgeable within their respective disciplines and as a whole, the program was run extremely well. I would recommend the program to all students at Northeastern.

(Michael Romano)

My teachers were incredible people. You could tell that each teacher cared for the students and wanted us to learn, but also have a good time. The home stay was great. We each had our own room which was a positive, but we were all on the same floor so it was easy to see and make plans with everyone. Overall, I had an amazing time and I wish I could go back! Hopefully ESIC will offer more classes that I can take!

(Brittny Tomaselly)

Seville. The jewel of Andalusia

Located on the shores of the Guadalquivir River, Seville is a peculiar mix of modern infrastructures mixed with deep-rooted tradition passed down through the centuries. You can experience first-hand a blend of cultures, evident in the art and architecture, mosaics and columns that depict and uphold the history of the Tartessans, Iberians, Arabs and Christians.

Not only can you enjoy the beautiful natural landscapes and historical monuments throughout the province, but also the rich handicrafts, colourful festivals and unique customs such as Holy Week and the April Fair, which have made Seville one of the top international tourist destinations.
Madrid’s most representative characteristic is its international flavor.

The capital of Spain, Madrid, is an open, cosmopolitan and multicultural city, home to people from all over the world, from different cultures and with different points of view.

Madrid has something for everyone, and has been considered a meeting point and a melting-pot, for centuries.

Madrid offers numerous cultural, leisure and entertainment opportunities.

It is the financial center of the country, a city which is full of life and never sleeps, and which opens its doors to a modern and dynamic society.

Contact Information

For further information, please contact Raquel Mateo, Director of Spanish Programs at ESIC Business & Marketing School.

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