

UNIVERSITY DEGREES



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
UNIVERSITY DEGREES
DESTINED TO
TRANSFORM
THE WORLD

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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

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



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**¹:

+ 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 University²

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**¹:

+ GLOBAL MARKETING MANAGEMENT

+ MARKETING

+ DIGITAL BUSINESS

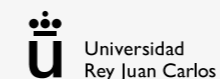
+ DATA SCIENCE **NEW**

+ ENTREPRENEURSHIP & INNOVATION **NEW**

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

² Only available for students at ESIC Granada Campus

ESIC IS AFFILIATED TO PUBLIC AND PRIVATE UNIVERSITIES



Fundamentals to choose better:
IDENTIFY YOUR CAREER PATH....

DISCOVER YOUR DEGREE COURSE AT ESIC



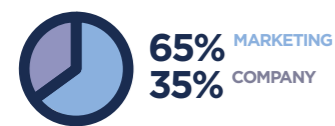
IF YOU RATHER STUDY MARKETING...

OR YOU RATHER STUDY ENTREPRENEURSHIP...



MARKETING 🇪🇸 🇬🇧

BUSINESS ADMINISTRATION & MANAGEMENT 🇪🇸 🇬🇧



DEFINES THE STRATEGIC LINES OF MARKETING AND COMMERCIAL POLICIES OF A COMPANY

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



- Participants who wish to develop their career in marketing or sales.
- Critical thinking.
- Leadership and creative capabilities.
- Interest in the use of new technologies.

- Interested in a company's global vision •
- Business management, financial management, sales and human management •
- Logical analytical capacity •
- Incorporate digital economy in business processes •



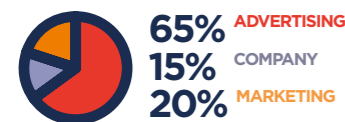
MADRID, BARCELONA, VALENCIA & ZARAGOZA

MADRID & VALENCIA



COMMUNICATION/ADVERTISING & P.R. 🇪🇸

DIGITAL BUSINESS 🇬🇧



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, AND ANALYSIS AND MEASUREMENT OF ADVERTISING CAMPAIGNS

PREPARE YOURSELF FOR THE CREATION AND MANAGEMENT OF DIGITAL COMPANIES, OR LEAD THE DIGITAL TRANSFORMATION OF THOSE COMPANIES GETTING INTO THE DIGITAL WORLD



- Creative capabilities.
- Digital mindset and omnichannel
- An international and global vision of communications.
- Leadership and teamworking capabilities.

- 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

MADRID & VALENCIA



GLOBAL MARKETING MANAGEMENT 🇪🇸 🇬🇧

INTERNATIONAL BUSINESS 🇬🇧



TO TRAIN STUDENTS INTO HIGHLY-QUALIFIED MARKETING, SALES AND DIGITAL AREA PROFESSIONALS THAT ARE ABLE TO MEET THE DEMANDS OF THE LABOR MARKET

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 in marketing and/or sales at international level.
- With an entrepreneurial spirit and creative capacity.
- Interested in Business Digital Environment.
- Leadership and teamworking capabilities.

- Participants who wish to develop their career at international level •
- Leadership capabilities •
- Diversity and multicultural awareness •
- Language skills •



MADRID, BARCELONA, VALENCIA, SEVILLA, MÁLAGA, PAMPLONA & GRANADA

VALENCIA



ENTREPRENEURSHIP

Udip
UNIDAD DE DESARROLLO PROFESIONAL

PRÁCTICAS EN EMPRESA
CARRERAS PROFESIONALES
EMPRESARIADO
ALUMNI

ESIC
BUSINESS MARKETING



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

www.esic.edu/empleabilidad



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



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

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.

BACHELOR'S DEGREES

ESIC DEGREES

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.

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



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.



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

- 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

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



DEGREE IN

GLOBAL MARKETING MANAGEMENT

"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



PATHWAYS

A 1ST + 2ND + 3RD + 4TH COURSE
BARCELONA / VALENCIA

B 1ST + 2ND + 3RD COURSE
BARCELONA / VALENCIA

+
4TH COURSE
EE.UU ALEMANIA FRANCIA

CONTENTS ACCORDING TO FIELD OF KNOWLEDGE



STUDY PLAN GLOBAL MARKETING MANAGEMENT

	CR	S	TP	
FIRST COURSE	4,5	S1	P	INTRODUCTION TO ECONOMICS
	4,5	S1	P	BUSINESS ENVIRONMENT
	4,5	S1	P	INTRODUCTION TO MARKETING
	4,5	S1	P	DIGITAL ENVIRONMENT
	4,5	S1	P	SCIENTIFIC RESEARCH
	3,0	S1	P	ANTHROPOLOGY
	3,0	S1	P	OFFICE SOFTWARE I
	3,0	S1	P	TO BE PROFESSIONAL
	6,0	S1	P	CHINESE I
	4,5	S2	P	MARKET RESEARCH
	4,5	S2	P	CONSUMER BEHAVIOUR
	4,5	S2	P	BUSINESS ANALYTICS
	4,5	S2	P	ACCOUNTING INFORMATION SYSTEMS
	4,5	S2	P	STATISTICS
	3,0	S2	P	OFFICE SOFTWARE II
	4,5	S2	P	CRITICAL THINKING
	6,0	S2	P	CHINESE II
	73,5			

	CR	S	TP		
SECOND COURSE	4,5	S1	P	PRODUCT MANAGEMENT	
	4,5	S1	P	PRICING	
	4,5	S1	P	COMMUNICATION MANAGEMENT	
	4,5	S1	P	TREND SEARCH AND ANALYSIS	
	4,5	S1	P	BUSINESS NEGOTIATION	
	3,0	S1	P	MULTIMEDIA SOFTWARE	
	4,5	S1	P	CREATIVE MINDSET	
	6,0	S1	P	CHINESE III	
	4,5	S2	P	TRADE & RETAIL MARKETING	
	4,5	S2	P	MARKETING AND COMMUNICATION	
	4,5	S2	P	SALES MANAGEMENT	
	4,5	S2	P	CUSTOMER MARKETING	
	4,5	S2	P	SALES FORECASTING	
	3,0	S2	P	DATABASE SOFTWARE	
	4,5	S2	P	TEAMWORKING	
	6,0	S2	P	CHINESE IV	
	72				TOTAL SECOND YEAR CREDITS

	CR	S	TP	
THIRD COURSE	4,5	S1	P	MARKETING MANAGEMENT
	4,5	S1	P	BUSINESS STRATEGY
	4,5	S1	P	BUSINESS ADMINISTRATION AND CORPORATE RESPONSIBILITY
	4,5	S1	P	HUMAN RESOURCES MANAGEMENT
	4,5	S1	P	LEGAL ENVIRONMENT
	4,5	S1	P	DIGITAL MARKETING STRATEGIES
	3,0	S1	P	CHRISTIAN SOCIAL THINKING
	3,0	S1	P	CREATION OF DIGITAL SPACES
	3,0	S1	P	SELF-DIAGNOSIS
	4,5	S2	P	MARKETING FINANCE
	4,5	S2	P	MARKETING INTELLIGENCE
	4,5	S2	P	DIGITAL MARKETING METRICS AND ANALYTICS
	4,5	S2	P	DATA DRIVEN MARKETING
	4,5	S2	P	DECISION MAKING
	4,5	S2	P	MARKETING PLAN
	3,0	S2	P	BUSINESS ETHICS
	3,0	S2	P	COMPUTER PROGRAMMING
	3,0	S2	P	LEADERSHIP
72				TOTAL THIRD YEAR CREDITS

	CR	S	TP		
FOURTH COURSE	4,5	S1	P	GLOBAL MINDSET	
	4,5	S1	P	GLOCAL MARKETING	
	4,5	S1	P	GLOBAL COMMUNICATION	
	4,5	S1	P	E-MARKETS	
	4,5	S1	P	STRATEGIC FINANCES	
	3,0	S1	P	TANGIBLES- WEARABLES	
	3,0	S1	P	DIGITAL FOOTPRINT	
	4,5	S2	P	BUSINESS INNOVATION	
	4,5	S2	P	ENTREPRENEURSHIP	
	4,5	S2	P	BUSINESS START-UP	
	4,5	S2	P	BUSINESSES WITH GLOBAL CAUSE	
	3,0	S2	P	MINDLAB	
	3,0	S2	P	CHANGE AND TRANSFORM	
	24,0	S2	P	EXTERNAL PRACTICES	
	6,0	S2	P	DEGREE FINAL PROJECT	
	82,5				TOTAL FOURTH YEAR CREDITS

300 TOTAL CREDITS

Abbreviations: P Own qualification CR Credits S Term TP Type of subject

LECTURE ROOM STRUCTURE:



SKILLS, DIGITAL TOOLS and LANGUAGES

BUILDING SKILLS

- BE PROFESSIONAL
- A CRITICAL SPIRIT
- CREATIVE DEVELOPMENT
- TEAM WORKING
- SELF-DIAGNOSIS
- LEADERSHIP
- MY DIGITAL FOOTPRINT
- TRANSFORMATION AND CHANGE

TECHLIFE

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

LANGUAGES

- ENGLISH SUBJECTS
- INTERNATIONAL MOBILITY
- OFFICIAL LANGUAGE CERTIFICATION



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

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

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).

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.

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

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.

Prepared to understand the global environments of companies and markets in constant change, and to lead the digital transformation.

People with marked skills for project management.

Continuous learning and team management, leadership and professional and interpersonal communication. With a high level of academic, personal and professional skills in global and multicultural business environments.

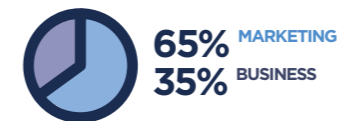
Professionals with a strong vocation to serve, committed to society in their business and with ethical values that bring about responsible management.

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

BACHELOR'S DEGREE IN MARKETING

STUDY PLAN
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.

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

BDM FIRST YEAR

CR	S	TP	
6.0	S1	BE	MARKETING AND COMMUNICATION TECHNIQUES
6.0	S1	BE	INTRODUCTION TO CORPORATIONS
6.0	S1	COM	CORPORATE MATHEMATICS
6.0	S1	BE	ECONOMIC AND MARKETING HISTORY
6.0	S1	BE	CORPORATE SOCIOLOGY
6.0	S2	COM	INTRODUCTION TO MARKETING
6.0	S2	BE	COMPUTER SCIENCE APPLIED TO MARKETING
6.0	S2	COM	APPLIED STATISTICS TO MARKETING
6.0	S2	BE	CIVIL LAW
6.0	S2	BE	HISTORY OF THE COMMERCIAL CULTURE AND SOCIETY

60,0 ECTS FIRST YEAR

BDM SECOND YEAR

CR	S	TP	
6.0	S1	BE	ECONOMICS I: MICROECONOMICS
4.5	S1	COM	ECONOMIC-FINANCIAL ANALYSIS IN MARKETING I
4.5	S1	COM	PSYCHOLOGY APPLIED TO MARKETING
4.5	S1	COM	STRATEGIC MANAGEMENT
4.5	S1	COM	MERCANTILE LAW: LEGAL REGULATION OF THE MARKET
6.0	A	BE	CHINESE
4.5	S2	COM	STRATEGIC MARKETING
6.0	S2	BE	RESPONSIBILITY AND CORPORATE SOCIAL MARKETING
6.0	S2	COM	ECONOMICS II: MACROECONOMICS
4.5	S2	COM	ECONOMIC-FINANCIAL ANALYSIS IN MARKETING II
4.5	S2	COM	DECISION-MAKING METHODS APPLIED TO MARKETING
4.5	S2	COM	LABOUR AND SOCIAL SECURITY LAW

60,0 ECTS SECOND YEAR

BDM THIRD YEAR

CR	S	TP	
6.0	S1	COM	COMMUNICATION POLICY
4.5	S1	COM	CONSUMER BEHAVIOR
6.0	S1	COM	PRODUCT POLICY
4.5	S1	COM	SALES MANAGEMENT
4.5	S1	COM	MARKET RESEARCH I
4.5	S1	COM	INDUSTRIAL AND SERVICES MARKETING
6.0	S2	COM	DISTRIBUTION POLICY
6.0	S2	COM	PRICE AND COST POLICY
4.5	S2	COM	MARKET RESEARCH II
4.5	S2	COM	COMMERCIAL NEGOTIATION TECHNIQUES
4.5	S2	COM	RELATIONAL, DIRECT, AND INTERACTIVE MARKETING
4.5	S2	COM	MARKETING AND APPLIED INFORMATION SYSTEMS

60,0 ECTS THIRD YEAR

BDM FOURTH YEAR

CR	S	TP	
6.0	S1	COM	MARKETING PLAN
4.5	S1	EL	ELECTIVE 1
4.5	S1	EL	ELECTIVE 2
4.5	S1	EL	ELECTIVE 3
4.5	S1	EL	ELECTIVE 4
6.0	S1	COM	ACADEMIC RECOGNITION OF CREDITS
24.0	A	COM	EXTERNAL PRACTICES
6.0	A	COM	END OF DEGREE PROJECT

60,0 ECTS FOURTH YEAR

240 TOTAL ECTS

ELECTIVES BACHELOR'S DEGREE IN MARKETING FOURTH YEAR

- ELECTIVE 1:** SALES ANALYSIS AND FORECAST / INTERNATIONAL ECONOMIC ANALYSIS / ELECTORAL LEGISLATION, COMMUNICATION AND STATE OF LAW
- ELECTIVE 2:** HUMAN RESOURCES MANAGEMENT / INTERNATIONAL ECONOMIC LEGISLATION
- ELECTIVE 3:** GLOBAL MARKETING AND INTERNATIONAL TRADE / INDUSTRY-SPECIFIC MARKETING
- ELECTIVE 4:** MARKETING AND COMMUNICATION MANAGEMENT / INTERNAL MARKETING / POLITICAL MARKETING.

PROGRAMS SUBJECT TO CHANGE.

PATHWAYS

CHECK OPTIONS FOR CAMPUS

4 YEARS

Madrid / Barcelona / Valencia and Zaragoza
Bachelor's Degree in Marketing

+ DIPLOMA IN

- > Professional Skills
- > Digital Tools and Multimedia

5 YEARS

Madrid / Barcelona / Valencia and Zaragoza
Bachelor's Degree in Marketing

+ DEGREE

- > DIGITAL BUSINESS
- > DATA SCIENCE
- > ENTREPRENEURSHIP & INNOVATION



Universidad Rey Juan Carlos



UNIVERSITAT ROVIRA I VIRGILI



UNIVERSITAT MIGUEL HERNÁNDEZ



UNIVERSIDAD SAN JORGE

ESIC teaches this degree as an affiliated centre to the Rey Juan Carlos universities in Madrid, Rovira i Virgili in Barcelona, Miguel Hernández in Valencia and San Jorge in Zaragoza.

ESIC GROUP

Add one of these two specialization diplomas to your official degree:

4
YEARS

DIPLOMA IN PROFESSIONAL SKILLS

FIRST YEAR

CHINESSE I / CHINESE II

12,0 TOTAL CREDITS FIRST YEAR

SECOND YEAR

MULTIMEDIA SOFTWARE / ANTHROPOLOGY / CHINESE III

12,0 TOTAL CREDITS SECOND YEAR

THIRD YEAR

CREATION OF DIGITAL SPACES / CRITICAL THINKING /

CHRISTIAN SOCIAL THOUGHT / CREATIVE MINDSET

12,0 TOTAL CREDITS THIRD YEAR

FOURTH YEAR

MINDLAB / BUSINESS ETHICS / LEADERSHIP /

DIGITAL FOOTPRINT

12,0 TOTAL CREDITS FOURTH YEAR

48 TOTAL CREDITS

4
YEARS

DIPLOMA IN DIGITAL TOOLS AND MULTIMEDIA NEW

FIRST YEAR

PROJECT PLANNING: MS PROJECT / DIGITAL IMAGE

EDITING: PHOTOSHOP / VECTOR DESIGN AND

INFOGRAPHICS / AUDIOVISUAL NARRATIVE AND VIDEO

EDITING: PREMIERE

12.0 TOTAL CREDITS FIRST YEAR

SECOND YEAR

MOTION GRAPHICS AND 3D: AFTER EFFECTS /

INFORMATION ARCHITECTURE AND UX: INVISION, XD,

OPTIMIZE 360 / WEB DESIGN: WORDPRESS /

CHRISTIAN SOCIAL THOUGHT

12.0 TOTAL CREDITS SECOND YEAR

THIRD YEAR

SEO, SEM AND ASO: GOOGLE TOOLS, SEMRUSH,

SISTRIX / ECOMMERCE DESIGN: PRESTASHOP,

MAGENTO / SEO AUDITING: SCREAMMING FROG, SEO

META IN ONE CLICK / ANTHROPOLOGY

12.0 TOTAL CREDITS THIRD YEAR

FOURTH YEAR

DATA DISPLAY IN BSS INTELLIGENCE: POWERBI,

TABLEAU / CUSTOMER MANAGEMENT AND

COMMUNITY MANAGEMENT: SALES FORCE / BUSINESS

ETHICS / FINAL PROJECT DIPLOMA

12.0 TOTAL CREDITS FOURTH YEAR

48 TOTAL CREDITS

URJC students taking the Bachelor's Degree in Marketing* will be able to obtain the ESIC's Diploma in Professional Skills or ESIC's Diploma in Digital Tools and Multimedia by taking 48 additional credits.

Add one of these Degrees to your official degree:

5
YEARS

DEGREE IN DIGITAL BUSINESS

CR S TP

6,0 S1 P CHINESSE I

3,0 S1 P ANTHROPOLOGY

6,0 S2 P CHINESSE II

3,0 S2 P TO BE PROFESSIONAL

18,0 TOTAL CREDITS FIRST YEAR

6,0 S1 P CHINESSE III

3,0 S1 P CRITICAL THINKING

3,0 S2 P MULTIMEDIA SOFTWARE

4,5 S2 P DIGITAL ENVIRONMENT

16,5 TOTAL CREDITS SECOND YEAR

3,0 S1 P CHRISTIAN SOCIAL THINKING

3,0 S1 P CREATION OF DIGITAL SPACES

3,0 S1 P CREATIVE MINDSET

4,5 S2 P SCIENTIFIC INVESTIGATION

4,5 S2 P TREND SEARCH AND ANALYSIS

18,0 TOTAL CREDITS THIRD YEAR

3,0 S2 P BUSINESS ETHICS

3,0 S2 P TEAMWORKING

3,0 S2 P SELF-DIAGNOSIS

4,5 S2 P DIGITAL MARKETING STRATEGIES

4,5 S2 P MARKETING INTELLIGENCE

4,5 S2 P CUSTOMER MARKETING

22,5 TOTAL CREDITS FOURTH YEAR

3,0 S1 P DIGITAL REALITY

3,0 S1 P LEADERSHIP

3,0 S1 P TRANSFORMATION AND CHANGE

3,0 S1 P DIGITAL FOOTPRINT

4,5 S1 P DIGITAL MARKETING METRICS&ANALYTICS

4,5 S1 P E-MARKETS

4,5 S1 P ENTREPRENEURSHIP

4,5 S1 P STRATEGIC FINANCES

3,0 S2 P MINDLAB

4,5 S2 P GLOBAL MINDSET

4,5 S2 P GLOBAL COMMUNICATION

4,5 S2 P DATA DRIVEN MARKETING

4,5 S2 P BUSINESS START-UP

4,5 S2 P BUSINESS INNOVATION

4,5 S2 P BUSINESS WITH GLOBAL CAUSE

60,0 TOTAL CREDITS FIFTH YEAR

135 TOTAL CREDITS

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.

QUALIFICATION OBTAINED:

Bachelor's Degree in Marketing + Degree in Digital Business

5
YEARS

TÍTULO SUPERIOR EN DATA SCIENCE TAUGHT IN SPANISH NEW

CR S TP

3,0 S1 P TECNOLOGÍA EN CIENCIA DE DATOS I: ARQUITECTURA DE SISTEMAS

3,0 S1 P ORGANIZACIÓN Y GESTIÓN DE DATOS I: BASE DE DATOS

3,0 S1 P ANTROPOLOGÍA

3,0 S2 P TECNOLOGÍA EN CIENCIA DE DATOS II: ARQUITECTURA DE DATOS

3,0 S1 P ORGANIZACIÓN Y GESTIÓN DE DATOS II:

CURACIÓN DE CONTENIDOS

3,0 S2 P ESPÍRITU CRÍTICO

18,0 TOTAL CRÉDITOS PRIMER CURSO

4,5 S1 P PROGRAMACIÓN PARA CIENCIA DE DATOS I: JAVA / SQL

3,0 S1 P PROGRAMACIÓN DE CIENCIA DE DATOS II: PHYTON

3,0 S2 P PENSAMIENTO SOCIAL CRISTIANO

6,0 S2 P MODELACIÓN ESTADÍSTICA CON R

16,5 TOTAL CRÉDITOS SEGUNDO CURSO

4,5 S1 P VISUALIZACIÓN Y PERSPECTIVA DE DATOS

3,0 S1 P ÉTICA EMPRESARIAL

6,0 S2 P MODELOS PREDICTIVOS I: PATRONES DE CONSUMO

4,5 S2 P SOFTWARE AS A SERVICE (SAS)

18,0 TOTAL CRÉDITOS TERCER CURSO

6,0 S2 P BUSINESS INTELLIGENCE

6,0 S2 P CLOUD SERVICES PROVIDERS

4,5 S2 P DATA DRIVEN CORPORATIONS:

GESTIÓN DE DATOS DE SENSIBILIDAD MEDIA

6,0 S2 P APLICACIONES BIG DATA I:

IMPLEMENTACIÓN DE PROYECTOS DE BIG DATA I

22,5 TOTAL CRÉDITOS CUARTO CURSO

6,0 S1 P APLICACIONES BIG DATA II:

IMPLEMENTACION DE PROYECTOS DE BIG DATA II

6,0 S1 P APLICACIONES BIG DATA III: BIG DATA EN LA INDUSTRIA 4.0

6,0 S1 P DATA DRIVEN CORPORATIONS II:

GESTIÓN DE DATOS DE ALTA SENSIBILIDAD

6,0 S1 P APLICACIONES BIG DATA IV: IDENTIFICACIÓN DE BLACK OPS

6,0 S1 P INTELIGENCIA ARTIFICIAL Y REDES NEURONALES

6,0 S2 P MODELIZACIÓN DE VARIABLES CATEGÓRICAS

6,0 S2 P MODELOS PREDICTIVOS II: PATRONES DE ABANDONO ON-LINE

6,0 S2 P MODELOS PREDICTIVOS III: OPINIÓN PÚBLICA Y CONSENTIMIENTO

6,0 S2 P PROCESAMIENTO DEL LENGUAJE NATURAL: CHAT-BOTS

6,0 S2 P NEUROMARKETING ANALÍTICO

60,0 TOTAL CRÉDITOS QUINTO CURSO

135 TOTAL CRÉDITOS

Students enrolled in the Official Degree in Marketing by URJC will in turn receive ESIC's Título Superior en Data Science, granting 135 additional credits to those already obtained in the Official Degree syllabus.

QUALIFICATION OBTAINED:

Bachelor's Degree in Marketing + Título Superior en Data Science

5
YEARS

DEGREE IN ENTREPRENEURSHIP & INNOVATION NEW

CR S TP

6,0 S1 P CHINESE I

3,0 S1 P BUSINESS MODELS I: PRODUCT-MARKET FIT

6,0 S2 P CHINESE II

3,0 S2 P AGILE METHODOLOGIES

18,0 TOTAL CREDITS FIRST YEAR

3,0 S1 P BUSINESS MODELS II: SOCIAL ENTREPRENEURSHIP

3,0 S1 P ENTREPRENEURIAL ECOSYSTEM I

3,0 S1 P CRITICAL THINKING

3,0 S2 P CHRISTIAN SOCIAL THOUGHT

4,5 S2 P NEGOTIATION AND SELLING METHODS

16,5 TOTAL CREDITS SECOND YEAR

4,5 S1 P PERSONAL COMPETENCES I: PERSONAL BRAND & NETWORKING

3,0 S1 P BUSINESS MODELS III: INTRAPRENEURSHIP

3,0 S2 P ANTHROPOLOGY

3,0 S2 P ENTREPRENEURIAL ECOSYSTEM II: FINANCE AND LAW

4,5 S2 P NARRATIVE METHODS

18,0 TOTAL CREDITS THIRD YEAR

3,0 S2 P BUSINESS ETHICS

3,0 S2 P BUSINESS MODELS IV: GO TO MARKET

3,0 S2 P PERSONAL COMPETENCES II: LEADING, SELF-MANAGING AND MANAGING TEAMS

3,0 S2 P ENTREPRENEURIAL ECOSYSTEM III: PRESENCE AT TRADE FAIRS, COMPANIES, BOOTCAMP AND AWARDS

4,5 S2 P E-MARKETS

6,0 S2 P ESIC GARAGE I: COACH IN TEAMS

22,5 TOTAL CREDITS FOURTH YEAR

6,0 S1 P DIGITAL PRODUCTION I

4,5 S1 P GLOBAL INNOVATION: STRUCTURE, PRODUCT AND PROCESSES

3,0 S1 P ELECTIVE SUBJECT I

4,5 S1 P ELECTIVE SUBJECT II

12,0 S1 P ESIC GARAGE II: COACH IN TEAMS

4,5 S2 P ELECTIVE SUBJECT III

3,0 S2 P PERSONAL COMPETENCES III: DEBATING, PUBLIC SPEAKING AND INTERPRETATION TECHNIQUES

6,0 S2 P DIGITAL PRODUCTION I

4,5 S2 P GLOBAL MINDSET

12,0 S1 P ESIC GARAGE III: COACH IN TEAMS

60,0 TOTAL CREDITS FIFTH YEAR

135 TOTAL CREDITS

Students enrolled in the Official Degree in Marketing by URJC will in turn receive ESIC's Degree in Entrepreneurship & Innovation, granting 135 additional credits to those already obtained in the Official Degree syllabus.

QUALIFICATION OBTAINED:

Bachelor's Degree in Marketing + Degree in Entrepreneurship & Innovation



What about you?

Will you enjoy the

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CONTESTS & COMPETITIONS



- Excellence awards
- Entrepreneurship
- Carem
- ESICrea
- Aster Award for research
- Debate Club

CERTIFICATIONS...

- OWN **QUANTY LAB NEUROMARKETING**
- MULTIMEDIA TOOLS
- DIGITAL TOOLS
-



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& CAFETERIA**

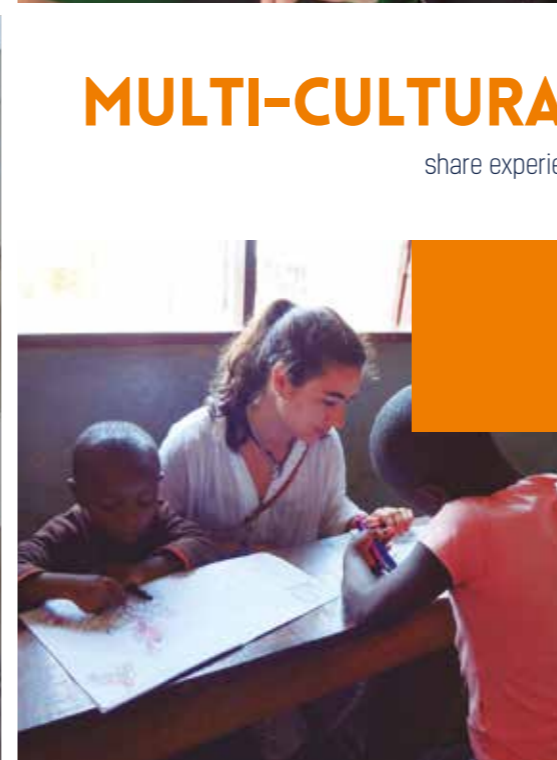
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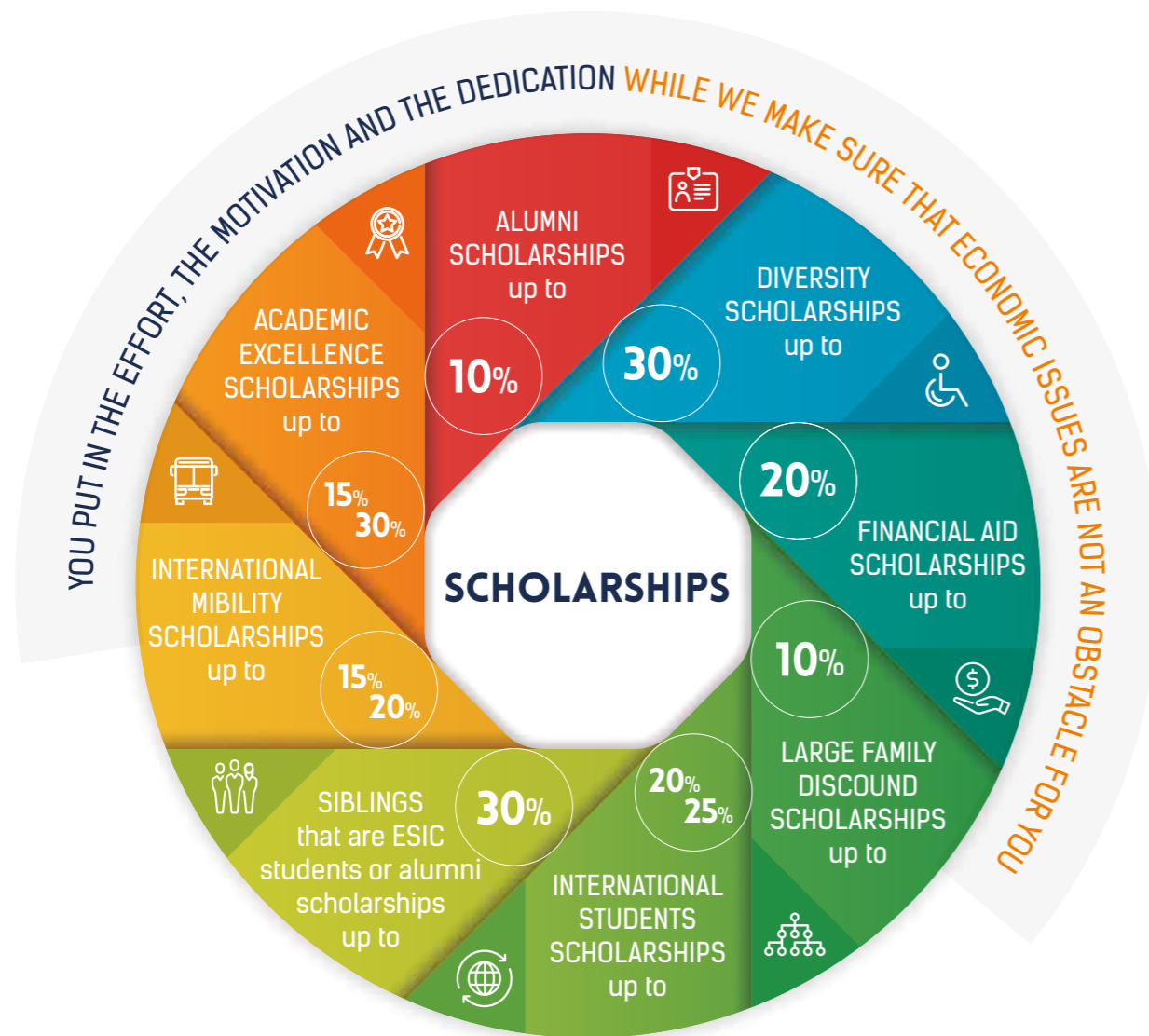
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