

DEGREE IN

GLOBAL MARKETING MANAGEMENT





50+ YEARS TRAINING GLOBAL PROFESSIONALS IN BUSINESS AND MARKETING

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+ alumni represent the largest business and marketing network of professionals in Spain.

3 areas of activity: Undergraduate and graduate studies, executive education,

Relationship with 120+ universities in 40+ countries

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

Affiliated to public and private Spanish universities

Top-ranked among the most important business and marketing rankings



Ranking U Multirank 2018 universities and higher education institutions:

ESIC is in the **TOP 5 IN SPAIN** in Business Studies

ESIC is in the **TOP 25 IN THE WORLD** in ongoing training



The quality of our programs is endorsed by national and international accreditations and certifications:

WHAT STUDY AT ESIC?

DIFFERENT SCHEDULE OPTIONS FOR OUR PROGRAMS

Choose your preference!

BACHELOR'S DEGREE

4 YEARS

BUSINESS ADMINISTRATION & MANAGEMENT

Madrid / Valencia.

MARKETING

Madrid / Barcelona / Valencia / Zaragoza.

DIGITAL BUSINESS

Madrid / Valencia*.

ADVERTISING/COMMUNICATION & PUBLIC RELATIONS

Madrid / Valencia.

INTERNATIONAL BUSINESS

Valencia.

Add to your **BACHELOR'S DEGREE**
a **Specialised Diploma**¹:

+ Management Skills

+ Digital Tools and Multimedia **NEW**

DEGREE

4 YEARS

GLOBAL MARKETING MANAGEMENT

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*.

ADVERTISING/COMMUNICATION & 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**

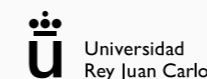
+ ENTREPRENEURSHIP & INNOVATION **NEW**

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

² Only available for students at ESIC Granada Campus

* Pending verification

ESIC IS AFFILIATED TO PUBLIC AND PRIVATE UNIVERSITIES



DEGREE IN

GLOBAL MARKETING MANAGEMENT



MARKETING

+



SALES

+



DIGITAL BUSINESS

+



STRATEGIC MANAGEMENT

+



ENTREPRENEURSHIP

+



GLOBAL MINDSET



“The most prestigious and complete marketing qualification in Spain is updated”

A qualification that adapts to create professionals who are highly prepared for work in marketing and sales in national and international business in changing global environments, professionals who know how to take advantage of the opportunities arising from the digital economy.

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**

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)



SOCIAL TEAMWORKING
Live a transforming
experience



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

CONTENTS ACCORDING TO FIELD OF KNOWLEDGE

60% MK+DIGITAL
20% BUSINESS
20% SKILLS+TECHNOLOGY

FIRST COURSE

CR	S	TP	
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 TOTAL FIRST YEAR CREDITS

THIRD COURSE

CR	S	TP	
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

STUDY PLAN

SECOND COURSE

CR	S	TP	
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

FOURTH COURSE

CR	S	TP	
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

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

An international experience IN YOUR REACH

1 PROGRAM TERRA

This program is an ESIC initiative that creates a student exchange system of academic collaboration with institutions around the world. This program is very dynamic and varied, and its offer broadens every year.

As a Higher Degree Student in **Global Marketing Management** you have the possibility of completing and validating your education abroad through **3 mobility programs:**

HDGMM students may spend a term abroad during their 4th year

There are some of the options:

CANADA	BROCK UNIVERSITY www.brocku.ca
CHINA	ANTAI COLLEGE-SHANGHAI JIAOTONG UNIVERSITY www.acem.sjtu.edu.cn
COLOMBIA	CESA www.cesa.edu.co
SOUTH KOREA	SOLBRIDGE INTERNATIONAL SCHOOL BUSINESS www.solbridge.ac.kr
ESTONIA	ESTONIAN BUSINESS SCHOOL www.ebs.ee
FRANCE	SKEMA BUSINESS SCHOOL www.skema.edu
	ECOLE SUPÉRIEURE DE COMMERCE DE GRENOBLE www.esc-grenoble.com
	NEOMA BUSINESS SCHOOL www.neoma-bs.fr
MEXICO	UNIVERSIDAD AUTÓNOMA DE GUADALAJARA www.uag.mx
	INSTITUTO TECNOLÓGICO Y DE EE. SS. DE MONTERREY www.itesm.mx
PORTUGAL	IPAM www.ipam.pt
	ISCTE www.iscte.pt
PERU	UNIVERSIDAD SAN IGNACIO DE LOYOLA www.usil.edu.pe
UNITED KINGDOM	UNIVERSITY OF PLYMOUTH www.plymouth.ac.uk
RUSSIA	PLEKHANOV RUSSIAN ACADEMY OF ECONOMICS www.rea.ru

TERRA requisites:

To have passed the first year at the time of applying

Official certification accrediting a **level of at least B2** in the mobility target language and, in some cases, a specific certification requested by the destination university.

2 PROGRAM DEGREE+

DESTINATIONS AND REQUISITES*

COUNTRY	UNIVERSITY	COURSE	QUALIFICATION
EE.UU.	FAU Florida Atlantic University www.fau.edu	4th COURSE	Bachelor in Business Administration (Major in Management), FAU + Degree in Global Marketing Management, ESIC 1 st , 2 nd and 3 rd : all passed / Average mark until the date of sending documentation: 6.7 points End of Degree work / Practical experience / TOEFL: 80 points (IBT)
GERMANY	FACHHOCHSCHULE Dortmund www.fh-dortmund.de	4th COURSE	Bachelor de FH Dortmund + Degree in Global Marketing Management, ESIC 1 st , 2 nd and 3 rd : all passed / End of Degree work / Practical experience / Level of English B2
FRANCE	ESSEC Business School www.essec.fr	4th COURSE	Bachelor de ESSEC + Degree in Global Marketing Management, ESIC 1 st , 2 nd and 3 rd : all passed / End of Degree work / Practical experience / Level of English B2
UK ¹	Derby University www.derby.ac.uk	4th COURSE	Bachelor in International Business Bachelor in Finance and Business Bachelor in Banking and Finance <small>SELECT 1 OF THE 3 OPTIONS</small> + Degree in Global Marketing Management, ESIC 1 st , 2 nd and 3 rd : all passed / Pass the English level interview with Derby University (equivalent to B2)

Add an official qualification:

DEGREE IN GLOBAL MARKETING MANAGEMENT TSDMG + BBA BACHELOR OPTIONAL

- Bachelor in U.S.A.
 Germany
 France
 United Kingdom¹

¹ Itinerary only available for Granada Campus students.

² To obtain the Bachelor's Degree the Higher Degree must be terminated.

3 PROGRAM HORIZON

This program allows students to access NON-bilateral mobility with different universities:

- EE.UU. **UNIVERSITY OF CALIFORNIA AT RIVERSIDE** www.ucr.edu
IRELAND **INTERNATIONAL SCHOOL OF BUSINESS AT DUBLIN** www.isb.ie



and ESIC LANGUAGES

ESIC Language 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 also offer training in French, Chinese, and Spanish for foreigners.

www.esic.edu/idiomas



Is a business simulator that will allow you to practice taking decisions in a company environment.

YOUNG BUSINESS TALENTS

DESAFÍO JUNIOR EMPRESARIAL BY **ESIC**
BUSINESS MARKETING SCHOOL

Competition between groups of students from different teaching centres that, with the help of the teacher, simulate a business scenario by creating their own company.

OPEN DAY

Open day sessions will help you get to know ESIC and all our degree courses first-handed from alumni and our teaching staff.

Business SUMMER Camp
By **ESIC**
BUSINESS MARKETING SCHOOL

Several days full of activities and encounters that will help you take the most important decision of your professional life.



FIND OUT WHAT ESIC CAN DO FOR YOU

www.esic.edu/agendagrado

An event to find out what the most demanded professions are in the marketplace from the point of view of top directors.

Generación ESIC EL PRIMER DÍA DE TU FUTURO
Encuentra tu Generación Universitaria

ENTREPRENEURSHIP

Udip
UNIDAD DE DESARROLLO PROFESIONAL

PRACTICAS EN EMPRESA
CARRERAS PROFESIONALES
EMPRENIMIENTO
ALUMNI

ESIC
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
- x2** POSSIBILITY OF EXTENDING THE INTERNSHIP PERIOD
- 30%** STUDENTS HAD THEIR CONTRACT RENEWED TO EXTEND THEIR INTERNSHIP AND WORK EXPERIENCE

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

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
- 123456 BUSINESS INCUBATOR
- INVESTORS' 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.















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.



SCHOLARSHIPS AND FINANCIAL AID PLAN

Once you are *already a student**...

-  VIRTUAL CAMPUS
-  FREE WIFI ACCESS
-  SUPPORT TO DIVERSITY
-  LIBRARY-BOOK SELLING
-  PUBLISHING HOUSE
-  MULTIMEDIA CLASSROOM
-  VOLUNTEERING
-  THEATER ROOM
-  SPORTS CLUB
-  ATM
-  CAFETERIA
-  ACTIVITIES' CALENDAR

www.esic.edu/agenda

-  Incubator and Accelerator Program for innovative projects
-  Investors' Forum
-  Resources for Entrepreneurs
-  Business Plan Simulators

Contests and Competitions: Academic Excellence Award



Extraordinary Award for the Best Academic Record Member of the Academic Honor Roll

Entrepreneurial Initiative
Award for the Best Entrepreneurial Initiative Included in the Final Project

Award for the Best Marketing Plan
Premios de Plan de Marketing

Advertising Creativity Contest
ESICreol

Aster Research Awards
for the Best Marketing-Related Market Research

Debate Association

**WE HELP YOU START
YOUR BUSINESS PROJECTS
THROUGH THE
ESIC ENTREPRENEURSHIP
CENTER**



Find all the information and requirements about our scholarships at:

<https://www.esic.edu/degrees/scholarships-grants/>

* Services and/or activities available depending on the campus.

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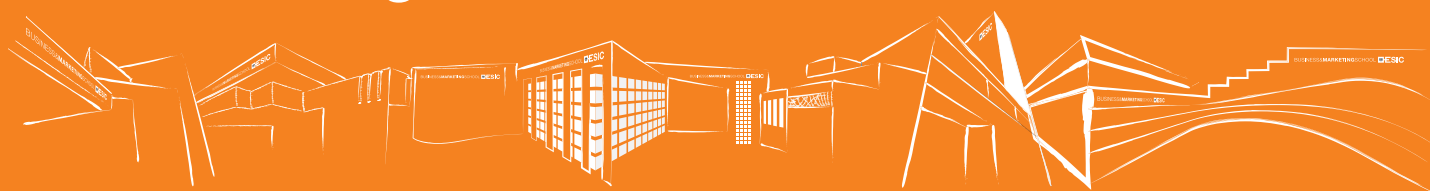
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