

INTERNATIONAL OPTIONS

Master programs with integrated and optional international experience

All international experiences in the masters are delivered 100% in English

100% English
IMBA
International MBA
18 MONTHS

Spain  + China  or Canada 
(Madrid or Barcelona) (Shanghai) (Montreal)

MMT

Máster en Dirección de Marketing Turístico
12 MONTHS

Business Study Tour 
1 week in Switzerland (Lausanne)

100% English
GMBA
Global MBA
20 MONTHS

Spain  + China  + USA 
(Madrid or Barcelona) (Shanghai) (Miami)

100% English
MDM
Master in Digital Marketing
12 MONTHS

Business Study Tour 
1 week in United Kingdom (Maidenhead)

100% English
MIM
Master in Marketing Management
12 MONTHS

Business Study Tour 
1 week in Chengdu + 1 week in Shanghai (China)
OR
Business Study Tour 
2 weeks in Montreal (Canada)


MML
Máster en Dirección de Marketing y Comunicación de Moda y Lujo
12 MONTHS

Business Study Tour 
1 week in France (Paris)

MBM
Master in Management
12 MONTHS

Business Study Tour 
1 week in China (Shanghai)

MDMD
Máster en Dirección de Marketing Deportivo
12 MONTHS

Business Study Tour 
1 week in USA (Washington D.C.)

MBDA
Máster en Big Data y Business Analytics
12 MONTHS

Business Study Tour 
1 week in France (Paris)

100% English
MITB
Master's in International Trade & Business
12 MONTHS

2 OPTIONS

- A) **100% Spain** 
(Madrid, Barcelona or Valencia)
- B) **75% Spain**  + **25% South Africa** 
(Madrid, Barcelona or Valencia) (Stellenbosch)

OPTIONAL INTERNATIONAL EXPERIENCES FOR THE REST OF THE PROGRAMS

Transversal Study Tours¹ to specialize in different training areas:



TODAY'S BUSINESS ENVIRONMENT:
Georgetown University (USA)



INTERNATIONALISATION:
Shanghai International Studies University: SISU (China)



INNOVATION AND SUSTAINABILITY IN BUSINESS:
Anáhuac Mayab University (México)



DIGITAL BUSINESS:
Florida International University (USA)



MARKETING INNOVATION:
The Chartered Institute of Marketing (United Kingdom)



YOU HAVE THE OPTION OF STUDYING A TERM ABROAD IN ONE OF OUR PARTNER UNIVERSITIES



¹Study tours are held during NON-TEACHING weeks in Spain. Extra fees for these programs apply