

MASTER'S DEGREE

WHY STUDY AT ESIC?



57+ years

training global marketing professionals in marketing, management and technology

Founded in 1965 with the mission of training professionals to respond to the changing needs of business and society from an ethical point of view. Our strong links with the business environment have enabled us to link teaching and business reality, providing all programs with the flexibility that allows students to leave our classrooms truly trained to face the current challenges of modern organizations with real possibilities of success, being also drivers of change in them.

For more than five decades we have generated innovative programs taught by qualified faculty with an excellent academic profile, proven teaching experience and a recognized professional career. In addition, we promote a large number of activities in which we have where we count on the presence of relevant members of the company: conferences, forums, masterclasses, practice days, etc.



+66.000
Alumni



11 Campuses & strategic
alliances



Agreements with
140+universities



Top positions in Business
Rankings

The quality of our programs is guaranteed by national and international accreditations and certifications.



Rankings and Recognitions

[Accreditations]



By obtaining the AMBA accreditation, ESIC becomes part of the elite best business schools worldwide. Only the most prestigious business schools achieve this accreditation, around 2%.



An international program accreditation system operated by EFMD. Its aim is to assess the quality of any business and/or management program that has an international perspective and, where appropriate, to accredit it.

[Rankings]

Forbes

1	1	1	1
Spain New Graduates and young professionals	Spain Senior Management	Spain MBA	Spain Executive Programs

ELMUNDO

1	1	3	4
Spain Marketing	Spain Foreign Trade	Spain Human Resources	Spain Advertising and Communication

Bloomberg Businessweek

23
Europe Business School



12	34	34	34	50
Europe Logistics	Europe MBA Executive	Europe Business Analytics	Europe Marketing	Europe Management

51	64	51
Europe MBA	Europe Finance	Global MBA especialidad en Marketing



40	87
Global Business School	Global Business School



5	19
Global Widest selection of courses in the areas of Marketing, Technology and Sales	Global Business School

37	41	47	49	85
Global Executive MBA	Global Management	Global Marketing	Global Finance	Global Business School



4	24
Global Finance	Global MBA

30	41
Global Business School	Global Executive MBA

1	5
Latin America Online Digital Marketing	Latin America Online Training Centre

5
Latin America Digital Innovation



2	2	2	57
Spain Most reputable company in the Education Sector.	Spain University and Business School with the greatest capacity to attract and retain talent.	Spain University and Business School in Accountability and Corporate Governance	Spain Eduardo Gómez Martín, General Director of ESIC, Business Leader

WHAT TO STUDY AT ESIC?

Management

Prepare yourself to be able to make decisions in complex and changing environments, acting responsibly and strategically.

- Executive Master Business Administration · [EMBA]
- Global Master Business Administration · [GMBA] 
- International Master in Business Administration · [IMBA] 
- Master Universitario en Administración de Empresas · [MBA] 
- Máster en Digital Business · [MDB]
- Máster en Gestión de Proyectos y Metodologías Ágiles · [PMA]
- Master in Management · [MBM]

Marketing

Specialize in one of the most challenging business functions in the current and future context.

- Máster en Customer Experience: Innovation & Design Thinking · [MICEMD]
- Máster en Dirección de Marketing Deportivo · [MDMD]
- Máster en Dirección de Marketing y Gestión Comercial · [GESCO]
- Máster en Dirección de Marketing Turístico · [MMT]
- Máster en Dirección de Marketing y Comunicación de Moda & Lujo · [MML]
- Máster en Marketing Digital · [MMD]
- Master in Digital Marketing · [MDM] 
- Master in Marketing Management · [MIM] 
- Máster Online en Marketing Digital · [MOMD] 
- Máster Universitario en Dirección de Marketing · [MUDM] 
- Máster Universitario en Marketing y Gestión Digital · [MMGD]

Tecnology

Become a professional of the future today by specializing in Digital Technology.

- Máster en Big Data y Business Analytics · [MBDA]
- Máster en Inteligencia Artificial · [MIA]
- Máster Online en Ciberseguridad · [MOCI] 

International Trade and Business

Face the challenge of creating and expanding businesses in new markets and managing multicultural teams.

- **Master's Degree in International Trade & Business · [MITB]** 

Communication and Advertising

Lead successfully the challenges presented by the new information society, where consumers and other stakeholders concentrate power.

- **Máster en Dirección de Comunicación y Publicidad · [MPC]**
- **Máster Universitario en Dirección de Comunicación y Nuevas Tecnologías · [DCNT]** 

Human Resources

Become an expert capable of responding to the challenge of managing talent and achieving efficient organizations.

- **Máster en Dirección de Personas y Gestión de Recursos Humanos · [DRHO]**
- **Máster Universitario en Dirección de Personas y Desarrollo Organizativo · [MDPO]** 

Logistics

Lead the management of the supply chain, from procurement to the purchase or consumption of the product/service.

- **Máster en Dirección de Logística, Transporte y Cadena de Suministro · [LOC]**

Finance

Become a financial manager capable of optimizing the economic-financial and social value of companies.

- **Máster en Finanzas · [MDF]**

+ Info:



THE POWER TO CHOOSE











Our new methodology inspires a new way of working, breaking with the old learning models.

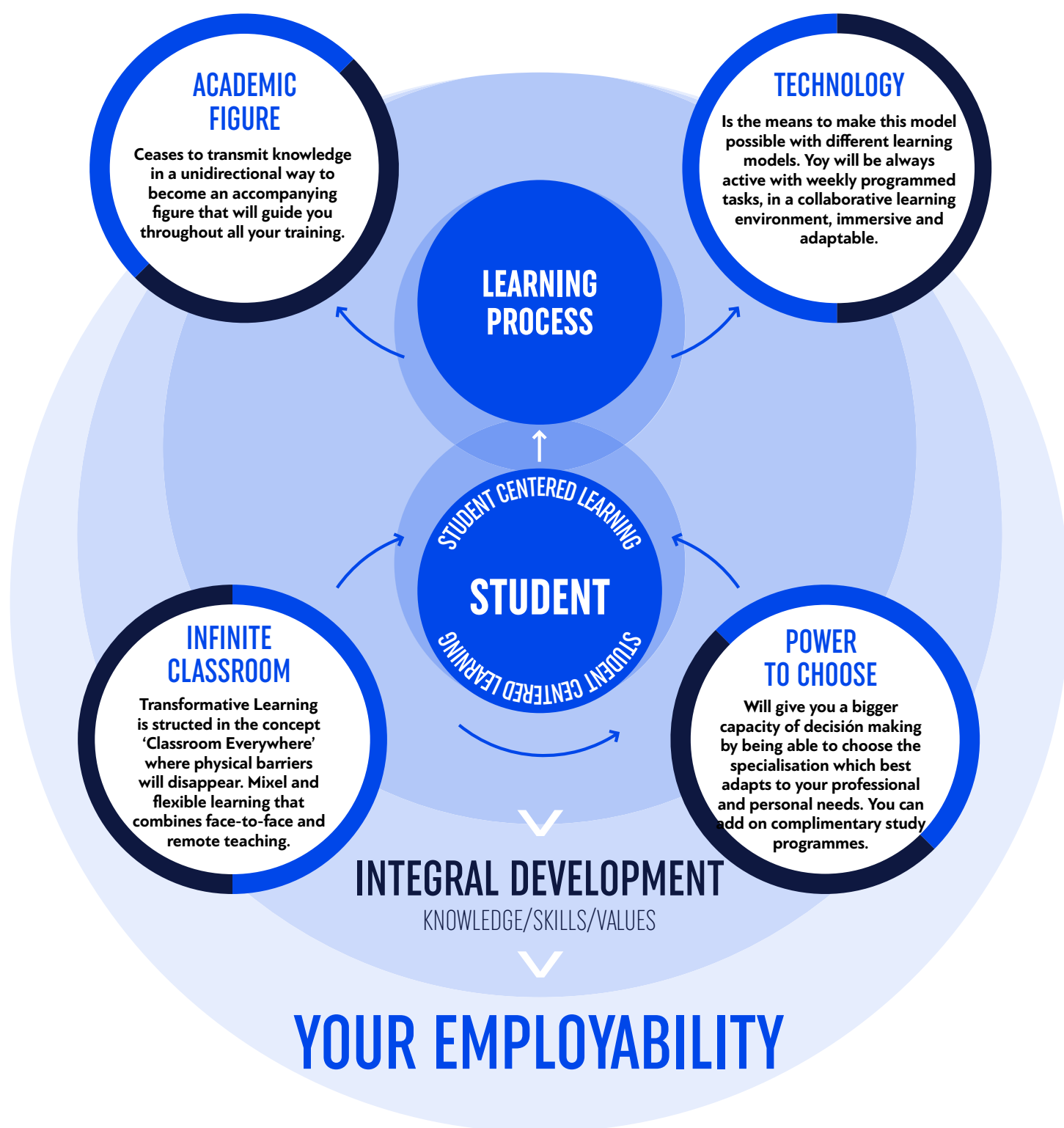
It introduces a new model based on close contact with the professional environment, promotes innovation and teamwork, pursuing the professional and personal development of students within the highest standards of academic and teaching quality.

Every day our infinite campus travels around the world thanks to thousands of international students.

What does it consist of?

-  Asynchronous support materials, videos, readings, etc.
-  Synchronous online sessions
-  Self-assessment
-  Case studies and role-plays
-  Tutorial support and feedback
-  Practical and experiential activities
-  Assessment system combining demonstration of individual and group achievements
-  Tutored final project

TRANSFORMATIVE LEARNING



STUDY IN SPAIN, STUDY AT ESIC



Valencia

Spain is one of the most attractive countries to study in. We have an array of universities and business schools with great international prestige and recognition. Perhaps that is why we are also the largest host of Erasmus students in Europe. But, besides the quality of our education, Spain stands out for its climate, lifestyle and philosophy of life, parties, rich gastronomy, the diversity of landscapes, the historical and monumental legacy, the cultural richness... This is why it is sometimes said that Spain is a small Europe with very different identities.

Madrid, Barcelona and Valencia are the 3 main cities in Spain, and ESIC has a presence in all of them (ESIC is present in 10 Spanish cities). They are cosmopolitan, open, and full of life 24 hours a day... They have international airports and are perfectly connected to the rest of Spain and Europe.

The cultural offer in both cities is permanent and covers all activities and shows: music, theatre, dance, painting, sculpture, etc.

Its gastronomy is exquisite. You will be able to enjoy the typical Spanish tapas (in Madrid in such traditional areas as La Latina or the Barrio de las Letras. In Barcelona, in the Born and Gràcia districts). You will also find avant-garde Spanish cuisine restaurants, markets and gastronomic fairs.

Madrid Campus



University

Business & Marketing
School

-  **Capital of Spain and capital of the Community of Madrid.** (Autonomous Community).
-  **4 Million inhabitants** (7 throughout the metropolitan area).
-  **Cold winters** (Minimum 4-5° C and Maximum 12°C) **and mild/warm summers** (20-32°C).
-  **Pozuelo campus 20 minutes from Madrid.**
-  **Spanish is the official language and classes are taught in spanish and/or english.**

Barcelona Campus

-  **Capital of Catalonia** (Autonomous Community of Spain).
-  **1.6 million inhabitants** (5.6 in the whole province).
-  **Cold/mild winters** (Minimum 4-5°C and Maximum 16-17° C) **and warm summers** (19-28°C).
-  **Barcelona campus in the city centre.**
-  **Spanish and catalan are the official languages and classes are taught in spanish and/or english.**



Valencia Campus



-  **Capital of Comunidad Valenciana** (Autonomous Community of Spain).
-  **800.000 inhabitants** (2 million for the entire metropolitan area). It is the third most populated city in Spain.
-  **Cold / mild winters** (Min. 4-5°C and Max. 16-17°C) **and hot summers** (19-33°C).
-  **Valencia campus in the city centre.**
-  **Spanish and valencian are the official languages and classes are taught in spanish and/or english.**



WHAT SERVICES DOES ESIC OFFER YOU?

When you decide to study in another country, it is normal to have many doubts. Where am I going to stay? What means of transport are there to get to the campus? What scholarships can I apply for? Will I be able to do professional internships in that country? Where do I go if I get sick?

ESIC has a department that will help you solve all your doubts.

Professional Development Unit

This unit includes the Department of Professional Careers, Internships, ESIC Entrepreneurs and ESIC Alumni.

International Office*

Together with the Secretary of Students (Undergraduate and Postgraduate), will provide you with information for the handling of administrative documents – NIE, visa extensions, etc. - that are demanded. It will also advise you to facilitate your adaptation to the country: support in finding accommodation, health insurance, information on Spanish customs and institutions, scholarships and grants, etc.

** Only available at the ESIC Madrid Campus.*



We are at your entire disposal to clarify any questions and to provide you with an answer in Spanish or English.

These are our main services:



Library



Volunteering



Virtual Campus



Computer, multimedia and work rooms



Canteen-Cafeteria



Wifi



Nearby public transport



Car Parks



Sports Club and Outdoor Activities

ESIC LANGUAGES

You surely want to take advantage of your stay in Spain to learn or improve your level of Spanish and other languages. Unlike other universities or business schools, ESIC offers you its own language school. This way, without leaving the building, you can perfect your business English (or other language), your conversation level... and even certify your knowledge.

We are an examination centre

** Only available in Madrid at the moment.*



Authorised Exam Centre

We offer Spanish for English speaking students



Did you know...?

...557 million people worldwide speak Spanish?

(and it is the mother tongue of more than 480)

...Spanish is the 3rd language with the most presence on the Internet? (only behind Chinese and English)

...The contribution of Spanish-speaking countries to global GDP is 6.9%?

a higher percentage than countries where French is the official language

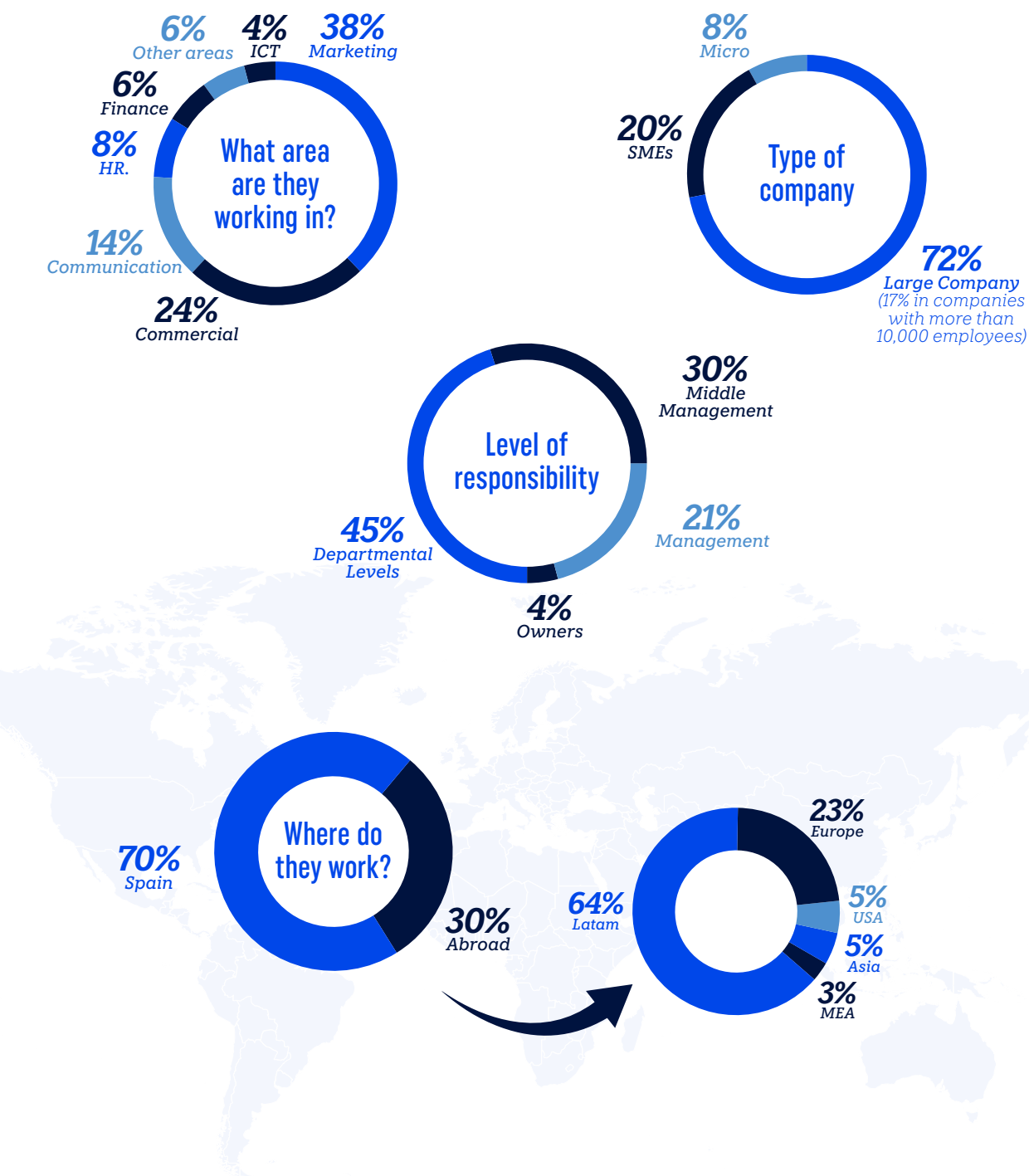
Source: "El español en el mundo" from Instituto Cervantes. #AnuarioIC2018



EMPLOYABILITY

Most of our alumni (both national and international) are working all over the world. This shows that we train global professionals.

Employability ratios of former ESIC students working abroad.



INTERNACIONAL EXPERIENCE

In addition to studying in Spain, ESIC offers you the possibility of taking the leap to other countries such as Canada, USA, Mexico, France, Switzerland, UK or China to learn how business is done in these markets.

10 REASONS WHY TO BOOST YOUR STUDY EXPERIENCE:



1. Challenge yourself



2. Enhance your cross-cultural ability



3. Improve your language skills



4. Enrich your CV by gaining new professional competencies



5. Grow through experience



6. Expand your mind and lead the way



7. Boost your creativity



8. Build new relationships

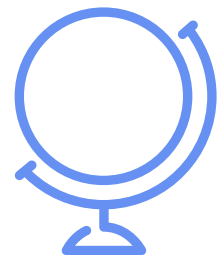


9. Broaden your professional network



10. Enjoy a transforming adventure












POSTGRADUATE PROGRAMS

Master programs with integrated and optional international experience

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

<p>100% English</p> <p>IMBA International MBA 18 months</p>	<p>Spain  + China  or Canada </p> <p>(Ma./Bcn.) (Shanghai) (Montreal)</p>
<p>100% English</p> <p>GMBA Global MBA 20 months</p>	<p>Spain  + China  + U.S.A. </p> <p>(Mad./Bcn.) (Shanghai) (Miami)</p>
<p>100% English</p> <p>MIM Master in Marketing Management 12 months</p>	<p>Business Study Tour • China </p> <p>1 week Chengdu + 1 week Shanghai</p> <p>or</p> <p>Business Study Tour • Canada </p> <p>2 weeks in HEC Montréal</p>
<p>MBM Master in Management 12 months</p>	<p>Business Study Tour • China </p> <p>1 week in Shanghai</p>
<p>MBDA Máster en Big Data y Business Analytics 12 months</p>	<p>Business Study Tour • France </p> <p>1 week in Paris</p>
<p>MMT Máster de Dirección de Marketing Turístico 12 months</p>	<p>Business Study Tour • Switzerland </p> <p>1 week in Lausanne</p>
<p>100% English</p> <p>MDM Master in Digital Marketing 12 months</p>	<p>Business Study Tour • United Kingdom </p> <p>1 week in Maidenhead</p>
<p>MML Máster de Dirección de Marketing y Comunicación de Moda y Lujo 12 months</p>	<p>Business Study Tour • France </p> <p>1 week in Paris</p>
<p>MDMD Máster en Dirección de Marketing Deportivo 12 months</p>	<p>Business Study Tour (optional) • USA </p> <p>1 week in Washington D.C.</p>
<p>100% English</p> <p>MITB Master in International Trade & Business 12 months</p>	<p>2 Options</p> <p>A) 100% Spain </p> <p>(Madrid, Barcelona or Valencia)</p> <p>B) 75% Spain  + 25% South Africa </p> <p>(Mad./Bcn./Val.) (Cape Town)</p>

Optional international experiences for the rest of the programs

Transversal Study Tours* to specialize in different training areas:



Today's business environment:
Georgetown University
(U.S.A.)



Digital Business Innovation:
Florida International University
(U.S.A.)



Internationalisation:
Shanghai International Studies University: S.I.S.U.
(China)



Innovation and Sustainability in Business:
Anáhuac Mayab University
(México)



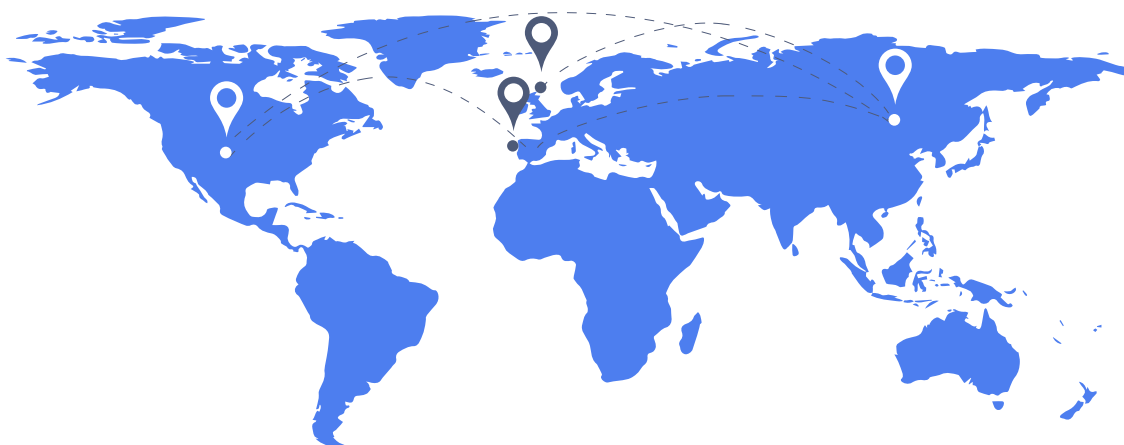
Marketing Innovation:
The Chartered Institute of Marketing
(United Kingdom)

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

+ Info:



You have the option of studying a term abroad in one of our partner universities



+140 agreements with international universities



4 continents



+600 students / year in international program



*Destinations subject to change and places subject to availability.

MADRID

+34 91 452 41 00

info.madrid@esic.edu

BARCELONA

+34 93 414 44 44

info.barcelona@esic.edu

VALENCIA

+34 96 361 48 11

info.valencia@esic.edu



www.esic.edu