

UNDERGRADUATE
EXCHANGE PROGRAMMES

WHY STUDY
AT ESIC?



WHY STUDY AT ESIC?

01

+57 YEARS OF
EXPERIENCE

02

SPECIALISTS IN
BUSINESS, MARKETING,
COMMUNICATION AND
DIGITAL ECONOMY

03

STRONG
TIES WITH
COMPANIES

04

REAL AND
PRACTICAL
METHODOLOGY

05

SCHOLARSHIP
PROGRAMS
AND STUDY
GRANTS

06

DEGREES 100%
IN ENGLISH,
BILINGUAL

07

PERSONALIZED
GUIDANCE

08

PROFESSIONAL
FACULTY OF PROVEN
ACADEMIC QUALITY

09

All kinds of
activities that
enrich your
university
experience

10

Entrepreneurship
center dedicated
to students
and alumni

11

ESIC Alumni, the largest
network of professionals
in Business, Marketing
and Digital Economy in
Spain

12

Internship in a company,
Lifelong access to
employment offers,
International employment
impulse

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 STUDY AT ESIC?

ACADEMIC OFFER IN ENGLISH

Bachelor's Degree in Business Administration and Management

1° SEMESTER

3° YEAR

ECTS

- 4,5 ANALYTICAL ACCOUNTING
- 4,5 CORPORATE TAXATION
- 6,0 STRATEGIC MANAGEMENT AND CORPORATE POLITICS I
- 4,5 COMMERCIAL MANAGEMENT
- 6,0 FINANCIAL MANAGEMENT I
- 4,5 CORPORATE DECISION METHODS

30,0 TOTAL ECTS

4° YEAR

ECTS

- 6,0 ACADEMIC RECOGNITION OF CREDITS
- 4,5 CORPORATE ASSESSMENT AND ACQUISITION
- 4,5 ENTREPRENEURSHIP
- 4,5 GLOBAL AND INTERNATIONAL MARKETING
- 4,5 INTERNATIONAL ECONOMIC ANALYSIS
- 6,0 LABOUR LAW

30,0 TOTAL ECTS

5° YEAR

ECTS

- 4,5 BUSINESS COMMUNICATION
- 4,5 DIGITAL MARKETING METRICS & ANALYTICS
- 4,5 DIGITAL MARKETING STRATEGIES
- 4,5 DIGITAL REALITY
- 4,5 MARKETING INTELLIGENCE
- 3,0 SALES FORECASTING
- 4,5 TRADE & RETAIL MARKETING

30,0 TOTAL ECTS

2° SEMESTER

3° YEAR

ECTS

- 4,5 MANAGEMENT INFORMATION SYSTEMS
- 6,0 STRATEGIC MANAGEMENT AND CORPORATE POLITICS II
- 4,5 HUMAN RESOURCES
- 4,5 BALANCE ANALYSIS
- 6,0 FINANCIAL MANAGEMENT II
- 4,5 NATIONAL AND INTERNATIONAL ECONOMIC ENVIRONMENT OF THE FIRM

30,0 TOTAL ECTS

4° YEAR

ECTS

- 3,0 BUSINESS ETHICS
- 4,5 EMARKETS
- 3,0 ENTREPRENEURIAL ECOSYSTEM III: PRESENCE AT TRADE FAIRS, COMPANIES, BOOT CAMPS AND AWARDS
- 6,0 ESIC GARAGE: COACH IN TEAMS
- 3,0 PERSONAL COMPETENCES II: LEADING, SELF-MANAGEMENT AND MANAGING TEAMS
- 3,0 BUSINESS MODELS IV: GO TO MARKET

22,5 TOTAL ECTS

5° YEAR

ECTS

- 3,0 EMARKETS
- 4,5 GLOBAL MINDSET
- 4,5 BUSINESS INNOVATION
- 3,0 CUSTOMER MARKETING
- 6,0 DATA DRIVEN MARKETING
- 3,0 GLOCAL MARKETING
- 3,0 MINDLAB
- 3,0 MARKETING PLAN

30,0 TOTAL ECTS

Bachelor's Degree in Marketing

1° SEMESTER

3° YEAR

ECTS

6,0	COMMUNICATION POLICY AND DIGITAL ADVERTISING
6,0	PRODUCT POLICY
4,5	MARKET RESEARCH I
4,5	SALES MANAGEMENT
4,5	CONSUMER BEHAVIOUR
4,5	INDUSTRIAL AND SERVICES MARKETING

30,0 TOTAL ECTS

4° YEAR

ECTS

6,0	ACADEMIC RECOGNITION OF CREDITS
6,0	MARKETING PLAN
4,5	NEW TRENDS IN MARKETING & SALES
4,5	MARKETING & COMMUNICATION MANAGEMENT
4,5	DIGITAL MARKETING STRATEGIES (ELECTIVE BLOCK 1)
4,5	HUMAN RESOURCES MANAGEMENT (ELECTIVE BLOCK 1)
4,5	SECTORIAL MARKETING OR INDUSTRIAL SPECIFIC MARKETING (ELECTIVE BLOCK 2)
4,5	GLOBAL MARKETING & INTERNATIONAL TRADE (ELECTIVE BLOCK 2)

30,0 TOTAL ECTS

* Limited places for BDM

Elective Block - You can choose one subject from block 1 and/or one subject block 2.

5° YEAR

ECTS

3,0	DIGITAL FOOTPRINT (MY DIGITAL FINGERPRINT)
4,5	DIGITAL MARKETING METRICS & ANALYTICS
3,0	DIGITAL REALITY (TANGIBLES-WEARABLES)
4,5	EMARKETS
4,5	ENTREPRENEURSHIP
3,0	LEADERSHIP
4,5	ENTREPRENEURSHIP
3,0	LEADERSHIP
4,5	STRATEGIC FINANCES
3,0	TRANSFORMATION AND CHANGE

30,0 TOTAL ECTS

2° SEMESTER

3° YEAR

ECTS

6,0	DISTRIBUTION POLICY AND ECOMMERCE
6,0	PRICE AND COST POLICY
4,5	MARKET RESEARCH II
4,5	COMMERCIAL NEGOTIATION TECHNIQUES
4,5	RELATIONAL, DIRECT AND INTERACTIVE MARKETING
4,5	APPLIED INFORMATION SYSTEMS AND DATA DRIVEN MARKETING

30,0 TOTAL ECTS

4° YEAR

ECTS

3,0	BUSINESS ETHICS
4,5	DIGITAL MARKETING STRATEGIES
4,5	CUSTOMER MARKETING
3,0	SELF-DIAGNOSIS
4,5	MARKETING INTELLIGENCE
3,0	TEAMWORKING

22,5 TOTAL ECTS

5° YEAR

ECTS

4,5	BUSINESS INNOVATION
4,5	BUSINESS START-UP
4,5	BUSINESS WITH A GLOBAL CAUSE
4,5	DATA DRIVEN MARKETING
4,5	GLOBAL COMMUNICATION
4,5	GLOBAL MINDSET
3,0	MINDLAB

30,0 TOTAL ECTS

WHAT STUDY AT ESIC?

ACADEMIC OFFER IN ENGLISH

Bachelor's Degree in Digital Business

1° SEMESTER

3° YEAR

ECTS

- 6,0 SALES MANAGEMENT IN A DIGITAL ENVIRONMENTS
- 6,0 E-COMMERCE
- 4,5 DIGITAL CLIENT MANAGEMENT
- 4,5 DIGITAL PROJECT MANAGEMENT
- 4,5 MANAGEMENT INFORMATION SYSTEMS
- 4,5 INFORMATION ARCHITECTURE AND USABILITY

33,0 TOTAL ECTS

4° YEAR

ECTS

- 6,0 ACADEMIC RECOGNITION OF CREDITS
- 6,0 STRATEGIC MANAGEMENT
- 4,5 DIGITAL CREATIVITY
- 4,5 DIGITAL B2B STRATEGIES
- 4,5 DIGITAL BUSINESS & INTERNACIONALIZATION (ELECTIVE BLOCK 1)
- 4,5 DIGITAL MARKETING METRICS & ANALYTICS (ELECTIVE BLOCK 2)
- 4,5 DIGITAL CUSTOMER EXPERIENCE MANAGEMENT (ELECTIVE BLOCK 2)
- 4,5 DIGITAL BUSINESS TRENDS (ELECTIVE BLOCK 3)
- 4,5 USER INTERFACE: ADVANCED DESIGN (ELECTIVE BLOCK 3)

30,0 TOTAL ECTS

* Elective Block - You can choose one subject from block 1 and/or one subject block 2 and/or block 3.

5° YEAR

ECTS

- 4,5 DATA DRIVEN MARKETING
- 4,5 DECISION MAKING
- 3,0 DIGITAL REALITY
- 4,5 MARKCOM
- 4,5 MARKETING INTELLIGENCE (ON & OFF)
- 4,5 MARKETING MANAGEMENT
- 4,5 SALES FORECASTING

30,0 TOTAL ECTS

2° SEMESTER

3° YEAR

ECTS

- 4,5 MANAGEMENT INFORMATION SYSTEMS
- 6,0 STRATEGIC MANAGEMENT AND CORPORATE POLITICS II
- 4,5 HUMAN RESOURCES
- 4,5 BALANCE ANALYSIS
- 6,0 FINANCIAL MANAGEMENT II
- 4,5 NATIONAL AND INTERNATIONAL ECONOMIC ENVIRONMENT OF THE FIRM

30,0 TOTAL ECTS

4° YEAR

ECTS

- 3,0 BUSINESS ETHICS
- 4,5 EMARKETS
- 3,0 ENTREPRENEURIAL ECOSYSTEM III: PRESENCE AT TRADE FAIRS, COMPANIES, BOOT CAMPS AND AWARDS
- 6,0 ESIC GARAGE: COACH IN TEAMS
- 3,0 PERSONAL COMPETENCES II: LEADING, SELF-MANAGEMENT AND MANAGING TEAMS

3,0 BUSINESS MODELS IV: GO TO MARKET

22,5 TOTAL ECTS

5° YEAR

ECTS

- 3,0 EMARKETS
- 4,5 GLOBAL MINDSET
- 4,5 BUSINESS INNOVATION
- 3,0 CUSTOMER MARKETING
- 6,0 DATA DRIVEN MARKETING
- 3,0 GLOBAL MARKETING
- 3,0 MINDLAB
- 3,0 MARKETING PLAN

30,0 TOTAL ECTS

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Bachelor's Degree in Advertaising and Public Relations

1° SEMESTER

5° YEAR

ECTS

4,5	MARKETING MANAGEMENT
3,0	COMMERCIAL MANAGEMENT
4,5	BUSINESS STRATEGY
4,5	DIGITAL MARKETING STRATEGY
4,5	CUSTOMER MARKETING
4,5	ACCOUNTING INFORMATION SYSTEMS
4,5	CUSTOMER MARKETING
4,5	TRADE & RETAIL MARKETING
30,0	TOTAL ECTS

2° SEMESTER

5° YEAR

ECTS

4,5	DATA DRIVEN MARKETING
4,5	DECISION MAKING
4,5	DIGITAL MARKETING METRICS & ANALYTICS
3,0	ENTREPRENEURSHIP
6,0	ADVERTISING FINANCE
4,5	MARKETING INTELLIGENCE
6,0	MARKETING PLAN
30,0	TOTAL ECTS

Bachelor's Degree in International Bussines

1° SEMESTER

3° YEAR

ECTS

6,0	CROSS CULTURAL MANAGEMENT
6,0	STRATEGIES TO ACCESS INTERNATIONAL MARKETS
6,0	INTERNATIONAL FINANCING
6,0	INTERNATIONAL MACROECONOMICS
6,0	INTERNATIONAL PRODUCT AND PRICING POLICY
30,0	TOTAL ECTS

2° SEMESTER

3° YEAR

ECTS

6,0	INTERNATIONAL MARKETING MANAGEMENT
6,0	INTERNATIONAL COMMUNICATION STRATEGIES
6,0	TOOLS AND OPERATIONS ON THE WORLD FINANCIAL MARKETS
6,0	INTERNATIONAL POLITICS IN THE BUSINESS WORLD
6,0	TRANSPORT, LOGISTICS, AND INTERNATIONAL DISTRIBUTION
30,0	TOTAL ECTS

WHAT STUDY AT ESIC?

ACADEMIC OFFER IN ENGLISH

Degree in Global Marketing Management

1° SEMESTER

4° YEAR

ECTS

4,5	GLOBAL MINDSET
4,5	GLOBAL MARKETING
4,5	GLOBAL COMMUNICATION
4,5	E-MARKETS
3,0	MI HUELLA DIGITAL
21,0	TOTAL ECTS

2° SEMESTER

4° YEAR

ECTS

4,5	BUSINESS INNOVATION & ENTREPRENEURSHIP
4,5	BUSINESS START-UP
4,5	BUSINESS WITH A GLOBAL CAUSE
4,5	MINDLAB AND DIGITAL TECH REALITY
4,5	TRANSFORMATION AND CHANGE
30,0	TOTAL ECTS



LANGUAGE COURSES (OPTIONAL)

ETCS

3,0 SPANISH



6,0 ENGLISH



* It is not mandatory to choose language courses, you can choose Spanish or/and English class.



WHAT STUDY AT ESIC?

ACADEMIC OFFER IN SPANISH

Grado en Administración y Dirección de Empresas

1º SEMESTER

3º YEAR

ECTS

- 4,5 CONTABILIDAD ANALÍTICA
- 4,5 RÉGIMEN FISCAL DE LA EMPRESA
- 6,0 DIRECCIÓN ESTRATÉGICA Y POLÍTICA DE EMPRESA I
- 4,5 DIRECCIÓN COMERCIAL I
- 6,0 DIRECCIÓN FINANCIERA I
- 4,5 MÉTODOS DE DECISIÓN EMPRESARIAL

30,0 TOTAL ECTS

4º YEAR

ECTS

- 6,0 DERECHO DEL TRABAJO
- 4,5 VALORACIÓN Y ADQUISICIÓN DE EMPRESAS
- 6,0 RECONOCIMIENTO ACADÉMICO DE CRÉDITOS
- 4,5 ANÁLISIS ECONÓMICO INTERNACIONAL (OPTATIVAS BLOQUE 1)
- 4,5 SISTEMA FINANCIERO ESPAÑOL (OPTATIVAS BLOQUE 1)
- 4,5 INICIATIVAS EMPRESARIALES (OPTATIVAS BLOQUE 2)
- 4,5 JUEGO DE EMPRESAS (OPTATIVAS BLOQUE 2)
- 4,5 MARKETING GLOBAL E INTERNACIONAL (OPTATIVAS BLOQUE 3)
- 4,5 MARKETING SECTORIAL (OPTATIVAS BLOQUE 3)

30,0 TOTAL ECTS

*Optativa: puedes elegir una asignatura optativa de bloque 1 y/o bloque 2 y/o bloque 3.

2º SEMESTER

2º YEAR

ECTS

- 4,5 CONTABILIDAD FINANCIERA II
- 4,5 MACROECONOMÍA
- 6,0 ESTADÍSTICA EMPRESARIAL II
- 4,5 DIRECCIÓN DE MARKETING
- 6,0 DIRECCIÓN DE PRODUCCIÓN

25,5 TOTAL ECTS

3º YEAR

ECTS

- 4,5 SISTEMAS INFORMATIVOS DE GESTIÓN
- 6,0 DIRECCIÓN ESTRATÉGICA Y POLÍTICA DE EMPRESA II
- 4,5 RECURSOS HUMANOS
- 4,5 ANÁLISIS DE BALANCES
- 6,0 DIRECCIÓN FINANCIERA II
- 4,5 EL ENTORNO ECONÓMICO NACIONAL E INTERNACIONAL DE LA

30,0 TOTAL ECTS

4º YEAR

ECTS

- 3,0 ÉTICA EMPRESARIAL
- 4,5 EMARKETS
- 4,5 RECURSOS HUMANOS
- 3,0 ECOSISTEMA EMPRENDEDOR III: ASISTENCIA A FERIAS, EMPRESAS, BOOTCAMPs, PREMIOS
- 6,0 ESIC GARAGE: COACH POR EQUIPO.
- 3,0 EL ENTORNO ECONÓMICO NACIONAL E INTERNACIONAL HABILIDADES PERSONALES II: LIDERAZGO, AUTOGESTIÓN Y GESTIÓN DE EQUIPOS
- 3,0 MODELOS DE NEGOCIO IV: GO TO MARKET

22,5 TOTAL ECTS

Grado en Administración y Dirección de Empresas

1º SEMESTER

5º YEAR

ECTS

4,5	COMUNICACIÓN COMERCIAL
4,5	DIGITAL MARKETING METRICS & ANALYTICS
4,5	ESTRATEGIAS DE MARKETING DIGITAL
4,5	MARKETING INTELLIGENCE
4,5	PREVISION DE VENTAS
3,0	REALIDAD DIGITAL
4,5	TRADE & RETAIL MARKETING
30,0	TOTAL ECTS

2º SEMESTER

5º YEAR

ECTS

3,0	GLOBAL MINDSET
4,5	DATA DRIVEN MARKETING
4,5	GLOCAL MARKETING
3,0	INNOVACIÓN EMPRESARIAL
3,0	MARKETING DE CLIENTES
3,0	MINDLAB
4,5	PLAN DE MARKETING
4,5	EMARKETS



WHAT STUDY AT ESIC?

ACADEMIC OFFER IN SPANISH

Grado en Marketing

1º SEMESTER

3º YEAR

ECTS

6,0	POLÍTICA DE COMUNICACIÓN Y PUBLICIDAD DIGITAL
4,5	POLÍTICA DE PRODUCTO
6,0	INVESTIGACIÓN DE MERCADOS I
4,5	DIRECCIÓN DE VENTAS
6,0	COMPORTAMIENTO DEL CONSUMIDOR
4,5	MARKETING INDUSTRIAL Y DE SERVICIOS

30,0 TOTAL ECTS

4º YEAR

ECTS

6,0	PLAN DE MARKETING
4,5	RECONOCIMIENTO ACADÉMICO DE CRÉDITOS
6,0	NUEVAS TENDENCIAS EN MARKETING Y VENTAS
4,5	ESTRATEGIAS DE MARKETING DIGITAL (OPTATIVAS BLOQUE 1)
4,5	DIRECCIÓN DE RECURSOS HUMANOS (OPTATIVAS BLOQUE 1)
4,5	MARKETING GLOBAL E INTERNACIONAL, Y COMERCIO EXTERIOR (OPTATIVAS BLOQUE 2)
4,5	MARKETING SECTORIAL (OPTATIVAS BLOQUE 2)
4,5	MARKETING & DIRECCIÓN DE COMUNICACIÓN (OPTATIVAS BLOQUE 3)
4,5	MARKETING INTERNO (OPTATIVAS BLOQUE 3)

30,0 TOTAL ECTS

*Optativa: puedes elegir una asignatura optativa de bloque 1 y/o bloque 2 y/o bloque 3.

2º SEMESTER

2º YEAR

ECTS

4,5	ANÁLISIS ECONÓMICO-FINANCIERO EN MARKETING II
4,5	DERECHO DEL TRABAJO Y DE LA SEGURIDAD SOCIAL
6,0	ECONOMÍA II: MACROECONOMÍA
4,5	MÉTODOS DE DECISIÓN APLICADOS AL MARKETING
4,5	MARKETING ESTRATÉGICO
6,0	RESPONSABILIDAD Y MARKETING SOCIAL CORPORATIVO

30,0 TOTAL ECTS

3º YEAR

ECTS

6,0	POLÍTICA DE DISTRIBUCIÓN Y COMERCIO ELECTRÓNICO
6,0	POLÍTICA DE PRECIOS Y COSTES
4,5	INVESTIGACIÓN DE MERCADOS II
4,5	TÉCNICAS DE NEGOCIACIÓN COMERCIAL
4,5	MARKETING RELACIONAL, DIRECTO E INTERACTIVO
4,5	MARKETING, SISTEMAS DE INFORMACIÓN APLICADOS Y AUTOMATIZACIÓN BASADA EN DATOS

30,0 TOTAL ECTS

4º YEAR

ECTS

3,0	ÉTICA EMPRESARIAL
4,5	ESTRATEGIAS DE MARKETING DIGITAL
3,0	AUTODIAGNÓSTICO
4,5	MARKETING DE CLIENTES
4,5	MARKETING INTELLIGENCE
3,0	TEAMWORKING

22,5 TOTAL ECTS

5º YEAR

ECTS

4,5	CREACIÓN DE EMPRESAS
4,5	DATA DRIVEN MARKETING
4,5	GLOBAL COMMUNICATION
4,5	GLOBAL MINDSET
4,5	INNOVACIÓN EMPRESARIAL
3,0	MINDLAB
4,5	NEGOCIOS CON CAUSA GLOBAL

30,0 TOTAL ECTS

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Grado en Publicidad y Relaciones Públicas

1º SEMESTER

2º YEAR

ECTS

- 6,0 ORGANIZACIÓN Y ADMINISTRACIÓN DE EMPRESAS
- 6,0 PLANIFICACIÓN ESTRATÉGICA PUBLICITARIA
- 6,0 SOCIOLOGÍA DEL CONSUMO
- 6,0 DOCUMENTACIÓN INFORMATIVA
- 6,0 PRINCIPIOS JURÍDICOS BÁSICOS: DEONTOLOGÍA PROFESIONAL E IGUALDAD

30,0 TOTAL ECTS

3º YEAR

ECTS

- 6,0 CREATIVIDAD EN LA ELABORACIÓN DEL MENSAJE PUBLICITARIO
- 6,0 PLANIFICACIÓN ESTRATÉGICA DE LAS RELACIONES PÚBLICAS
- 6,0 TÉCNICAS Y RECURSOS DE RELACIONES PÚBLICAS
- 6,0 DISEÑO GRÁFICO Y DIRECCIÓN DE ARTE
- 6,0 ESTRUCTURA DEL SISTEMA DE MEDIOS PUBLICITARIOS

30,0 TOTAL ECTS

4º YEAR

ECTS

- 6,0 MÉTODOS DE INVESTIGACIÓN EN COMUNICACIÓN
- 6,0 CULTURA E IMAGEN DE LA EMPRESA
- 6,0 PUBLICIDAD INTERACTIVA
- 6,0 PSICOLOGÍA DE LA COMUNICACIÓN
- 6,0 RECONOCIMIENTO ACADÉMICO DE CRÉDITOS

30,0 TOTAL ECTS

5º YEAR

ECTS

- 4,5 DIRECCIÓN DE MARKETING
- 3,0 DIRECCIÓN DE VENTAS
- 4,5 ESTRATEGIA EMPRESARIAL
- 4,5 ESTRATEGIAS DE MARKETING DIGITAL
- 4,5 MARKETING DE CLIENTES
- 4,5 SISTEMAS DE INFORMACIÓN CONTABLE
- 4,5 TRADE & RETAIL MARKETING

30,0 TOTAL ECTS

2º SEMESTER

2º YEAR

ECTS

- 6,0 DERECHO DE LA COMUNICACIÓN
- 6,0 DIRECCIÓN DE COMUNICACIÓN
- 6,0 ESTRATEGIAS CREATIVAS EN PUBLICIDAD
- 6,0 LENGUAJE Y TECNOLOGÍAS AUDIOVISUALES

24,0 TOTAL ECTS

3º YEAR

ECTS

- 6,0 PROCESOS PERIODÍSTICOS Y RELACIONES CON LOS MEDIOS
- 6,0 GESTIÓN DE LA COMUNICACIÓN
- 6,0 EMPRESA PUBLICITARIA Y GESTIÓN DE CUENTAS
- 6,0 INVESTIGACIÓN DE AUDIENCIAS Y PLANIFICACIÓN DE MEDIOS
- 6,0 COMUNICACIÓN DIGITAL MULTIMEDIA

30,0 TOTAL ECTS

4º YEAR

ECTS

- 3,0 ÉTICA EMPRESARIAL
- 4,5 MARKETING DE PRODUCTO
- 4,5 PRICING
- 3,0 LIDERAZGO
- 3,0 MI HUELLA DIGITAL
- 4,5 NEGOCIACIÓN COMERCIAL

22,5 TOTAL ECTS

5º YEAR

ECTS

- 4,5 DATA DRIVEN MARKETING
- 4,5 DECISION MAKING
- 4,5 DIGITAL MARKETING METRICS & ANALYTICS
- 3,0 EMPRENDIMIENTO
- 4,5 FINANZAS PUBLICITARIAS
- 4,5 MARKETING INTELLIGENCE
- 4,5 PLAN DE MARKETING

30,0 TOTAL ECTS

WHAT STUDY AT ESIC?

ACADEMIC OFFER IN SPANISH

Titulo Superior en Dirección de Marketing Global

1º SEMESTER

3º YEAR

ECTS

4,5	DIRECCIÓN DE MARKETING
4,5	ESTRATEGIA EMPRESARIAL
4,5	DIRECCIÓN DE EMPRESAS Y RESPONSABILIDAD SOCIAL
4,5	GESTIÓN DE TALENTO
4,5	MARCO JURÍDICO
4,5	ESTRATEGIA DE MARKETING DIGITAL
3,0	PENSAMIENTO SOCIAL CRISTIANO
3,0	AUTODIAGNÓSTICO

33,0 TOTAL ECTS

4º YEAR

ECTS

4,5	GLOBAL MINDSET
4,5	GLOBAL MARKETING
4,5	GLOBAL COMMUNICATION
4,5	E-MARKETS
3,0	MI HUELLA DIGITAL

21,0 TOTAL ECTS

2º SEMESTER

2º YEAR

ECTS

4,5	TRADE & RETAIL MARKETING
4,5	MARKCOM
4,5	DIRECCIÓN DE VENTAS
4,5	MARKETING DE CLIENTES
4,5	PREVISIÓN DE VENTAS
3,0	BASES DE DATOS
4,5	TEAMWORKING

30,0 TOTAL ECTS

3º YEAR

ECTS

4,5	DATA DRIVEN MARKETING
4,5	DECISION MAKING
4,5	DIGITAL MARKETING METRICS AND ANALYTICS
3,0	ÉTICA EMPRESARIAL
4,5	FINANZAS DE MARKETING
3,0	GENERACIÓN DE ESPACIOS DIGITALES
3,0	LIDERAZGO
4,5	MARKETING INTELLIGENCE (ON Y OFF)
4,5	MARKETING PLAN

36,0 TOTAL ECTS

4º YEAR

ECTS

4,5	BUSINESS INNOVATION & ENTREPRENEURSHIP
4,5	CREACIÓN DE EMPRESAS
4,5	BUSINESS WITH A GLOBAL CAUSE
4,5	MINDLAB Y REALIDAD DIGITAL TECH
4,5	TRANSFORMACIÓN Y CAMBIO

22,5 TOTAL ECTS

LANGUAGE COURSES (OPTIONAL)

ETCS

3,0 SPANISH 

6,0 ENGLISH 

* It is not mandatory to choose language courses, you can choose Spanish or/and English class.



LIVING IN SPAIN, STUDYING AT ESIC








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.

ESIC University Campus (Madrid)

-  **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).
-  **Campus 20 minutes from Madrid.**
-  **Spanish is the official language and classes are taught in spanish and/or english.**



ESIC UNIVERSITY



ACADEMIC SERVICES

CLASSROOMS BUILDING

RECTORATE BUILDING

CLASSES

SPORTS COURTS

GREEN AREA

LIBRARY & STUDY ZONE



CAMPUS LIFE

OUR MANTRA IS: WORK HARD, PLAY HARD & ENJOY THE RIDE!

ESIC University campus in Madrid is a place with all the services, resources, atmosphere and inspiration for you to find your place in the world and, moreover, live the best experience of your life.



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? 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.

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.



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

PROCEDURES BEFORE AND AFTER ARRIVING IN SPAIN

BEFORE

No citizens of the European Union need to carry out any formalities before their arrival in Spain.

In the case of non-EU citizens, it will be necessary to apply for a study visa. To do so, once your reservation for a place at the School has been formalized, you will receive the original documentation to process it at the corresponding Consular Office.

Here are the documents that you must manage for your visa process:

- | | |
|---|--|
|  1. Letter of admission/ acceptance from the School |  7. Medical insurance that covers you in Spain (Sanitas Insurance offers special conditions to ESIC students) |
|  2. Valid Passport for the period you are going to study |  8. Payment of consular fees; to be consulted at the corresponding Consulate/ Embassy |
|  3. ID photo |  9. Certificates of previous studies (apostilled) |
|  4. Visa application |  10. Certificate of non-criminal record |
|  5. Document certifying funds to live in Spain (requested at the bank) |  11. Medical certificate; not older than 3 months |
|  6. Proof of accommodation (rental contract, residence, hotel...) | |

** We recommend contacting the Spanish Consulate closest to your residence to request an appointment and confirm the documents; this may vary depending on the country of origin.*

AFTER






Once in Spain, citizens from the European Union or another State belonging to the European Economic Area Agreement or the Swiss Confederation must apply for registration in the Central Registry of Foreigners, where they will obtain a certificate of registration and a Foreigner's Identity Number (NIE).

This registration must be done by the student in person at the Foreigners' Offices of the province of residence at the corresponding National Police station.

For non-EU students, you have 30 calendar days from your entry to Spain to apply for your Foreigners' Identity Card (TIE). The TIE is a single and exclusive document designed to provide documentation to foreigners who are legally staying in Spain. This card is personal and non-transferable and holders are obliged to carry this document with them.

The application must be made in person at the Foreign Office or the Police Station in the province where you live.

Below, we detail the documentation required for the application, all of which must be original documents:

- | | |
|--|---|
|  1. Passport with the Spanish entry stamp |  4. Proof of payment of corresponding fees |
|  2. Student visa, if applicable |  5. Decision to grant the authorisation justifying the issue of the card (unless the person consents to the verification of this information by the General State Administration). |
|  3. Three ID photographs, in colour and on a white background | |

* It is important to renew the TIE in case it is necessary to extend the period of stay in Spain. This may be because another training course is being carried out or is needed for an internship in a company.

TOWN HALL REGISTRATION:

All those living in Spain are required to register on the census of the municipality (Padrón) where they will reside. This is necessary to prove residence for all procedures related to public services.

- **Madrid:** This procedure is done at the Oficinas de Atención a la Ciudadanía-Línea Madrid by appointment.
- **Barcelona:** You can do this at your district's Oficina d'Atenció Ciutadana by appointment.

IF YOU WANT TO WORK DURING YOUR STUDIES:

Once in Spain, you can apply for a work permit at the Foreigners' Office, as long as the work is compatible with your studies and your income is not sufficient to support your life in Spain.

**Procedures are established by Spanish law; consult official sources for up-to-date information, possible changes and new requirements.*



ACCOMMODATION

ÁREAS:

- > If you want to live near the School: In this case, the areas closest to the Campus are Pozuelo de Alarcón, Aravaca, Majadahonda, Las Rozas and Boadilla.
- > If you want to live in the city centre: Moncloa, Ciudad Universitaria, centre area, Barrio de Salamanca... are some of the options.

ACCOMMODATION OPTIONS:

RESIDENCE HALLS:

- Residencias Nebrija
- Residencia Collegiate
- Colegio Mayor Argentino
- Nexo Residencias
- Residencia Pozuelo La Pagoda

WEBS AND AGENCIES:

- Mi casa Inn
- Alojamientos Pablo Gallego
- P y R Soluciones
- Aluni
- Accomadrid
- DFlat
- Spot a Home
- Housing Anywhere

COST OF LIVING



ACCOMMODATION

Individual:

Rent: 700 - 1.300€

Shared:

Shared apartment: 300 - 600€

Residencias: 900 - 1,200€



FOOD AND LEISURE

Baguette: 0.75 - 1.15€

Daily menu: 10 - 15€

Café/ Té: 1.10 - 1.25€

Beer: 1.50 - 2.00€

Cinema ticket: 9 -12€



TRANSPORT

10 journeys Metro-bus pass: 12.20€

Monthly pass: 54.60€ *

Youth Pass (under 26 years old) 20€
(monthly, unlimited travels in all zones)

Public Bicycle: 25€/year

www.bicimad.com



Others

Mobile contract: 50€ on average

*Indicative costs

BANKS, BANK ACCOUNTS AND CREDIT CARDS



Spain is within the Euro zone and this is its official currency. Money can be exchanged at banks (Monday to Friday from 8.30 am to 2 pm, and Saturdays from 8.30 am to 1 pm except in summer)*.

You will also find several exchange offices that operate daily in the centre of Madrid, Barcelona and Valencia with longer opening hours, in some railway stations, bus terminals and airports.

You can pay with credit cards in most shops or restaurants. On the other hand, you have to take into account that you may be charged commissions for withdrawing money from ATMs, depending on the bank.

*Confirm this with your financial institution.



TRANSPORT

 **Madrid-Barajas Adolfo Suárez Airport:**
<https://www.aena.es/es/adolfo-suarez-madrid-barajas.html>

 **Underground:**
www.metromadrid.es

 **Suburban train:**
www.renfe.com/viajeros/cercanias/madrid

 **City and intercity buses*, tram/light rail, etc.**
 *Bus 657A, direct from Moncloa to ESIC.
www.crtm.es

 **AVE (high-speed train):**
www.renfe.com

 **Urban bike**
www.bicimad.com/

SHARED-MOBILITY

 **cooltra**

Cooltra (moto-sharing)
www.cooltra.com

 **SHARENOW**

Share now (car-sharing)
www.share-now.com

 **lime**

Lime (electric scooter-sharing)
www.li.me/en-us/home

OTHER INFORMATION OF INTEREST

Common working hours

The usual working day in Spain is from Monday to Friday from 8:00/9:00am to around 6:00/7:00pm, with a midday break around 2:00pm for lunch.

Normally, although the time is the same in almost all of Europe (GMT), the schedule of meals in Spain is later than in the rest of the countries. Often, lunchtime is from 1:30pm to 3:00pm while dinner is usually from 8:30pm to 10:00pm. That is why in Spain you will find that restaurant opening hours are usually longer.

There is no obligation to tip in restaurants and cafes, but it is common to tip if the service has been satisfactory.

The opening hours of the shops are also very long, from 10:00am to 10:00pm. Depending on the type of shop, or if it is a shopping centre, it may close at midday, coinciding with lunchtime. However, the shops in the centre and shopping centres have continuous opening hours.

In Spain, smokers are banned from smoking in all establishments and closed public spaces. Smoking is allowed only in bars and establishments that have an outdoor area, without any kind of inconvenience, as long as the spaces and/or elements intended for it are respected and used.



USEFUL TELEPHONE NUMBERS

Madrid Emergencies
112

Madrid National Police
091

Madrid Local Police
092

Madrid Civil Guard
062 - 91 514 60 00

Madrid Civil Protection
91 537 31 00

Madrid Red Cross
91 522 22 22

Social Security and
Emergencies SAMUR
61

Madrid Ambulances
061 / 91 479 93 61

Madrid Firefighters
080 - 085 - 092

Madrid Vehicle Storage-Crane
91 435 06 66

Roadside Assistance
91 742 12 13

Route Planner
900 12 35 05



APPS FOR YOUR LIFE IN SPAIN



Citymapper

CITYMAPPER

It integrates information from all means of urban transport, especially public transport, although it also adds options for walking, cycling, or transport sharing systems.

www.citymapper.com



MOOVIT

It is an App with all the comfortable, intelligent and simple options of local transport. It has public transport information, perfected by the users.

www.moovitapp.com



AROUNDME

An app lets you know everything around you, wherever you are. This can be from bars, banks or petrol stations, to churches, or even where we can get Wi-Fi. Find what you are looking for at any time.

www.aroundmeapp.com



WISE

Making an international transaction with TransferWise is up to eight times cheaper than with a bank. This is possible because they apply the average exchange rates of the market and report the price of the only commission charged before making the transaction, which significantly lowers the costs of any international transfer.

www.wise.com



TIMEOUT

A great guide to get to know Madrid and Barcelona and for when you travel around the world. You can plan activities, find places to eat and drink, save your favourite places and personalise your application in more than 30 cities.

www.timeout.com



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



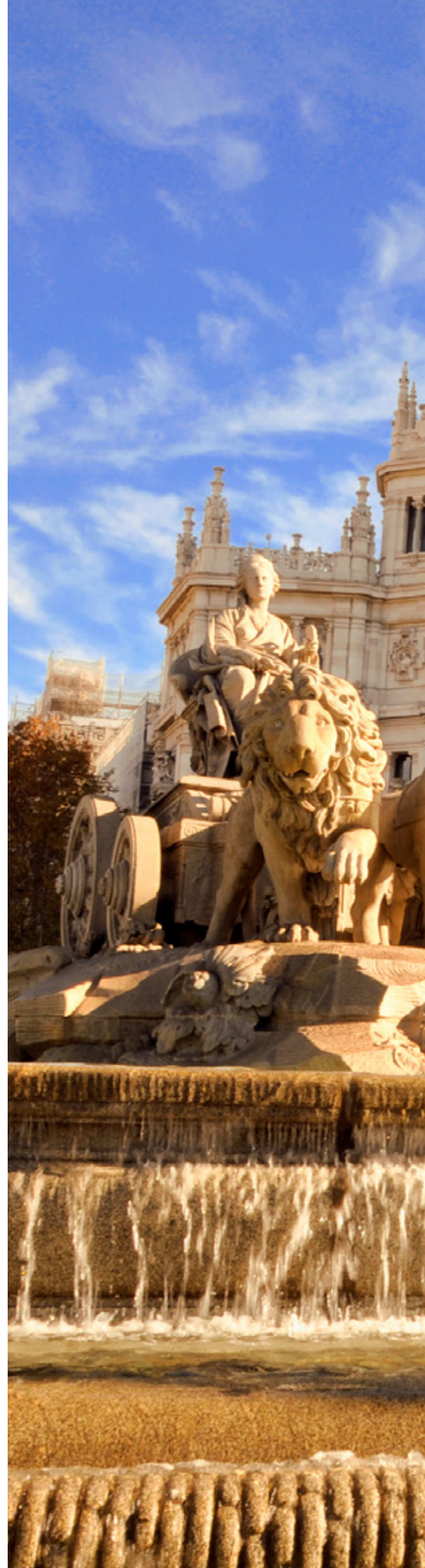
Did you know...?

...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

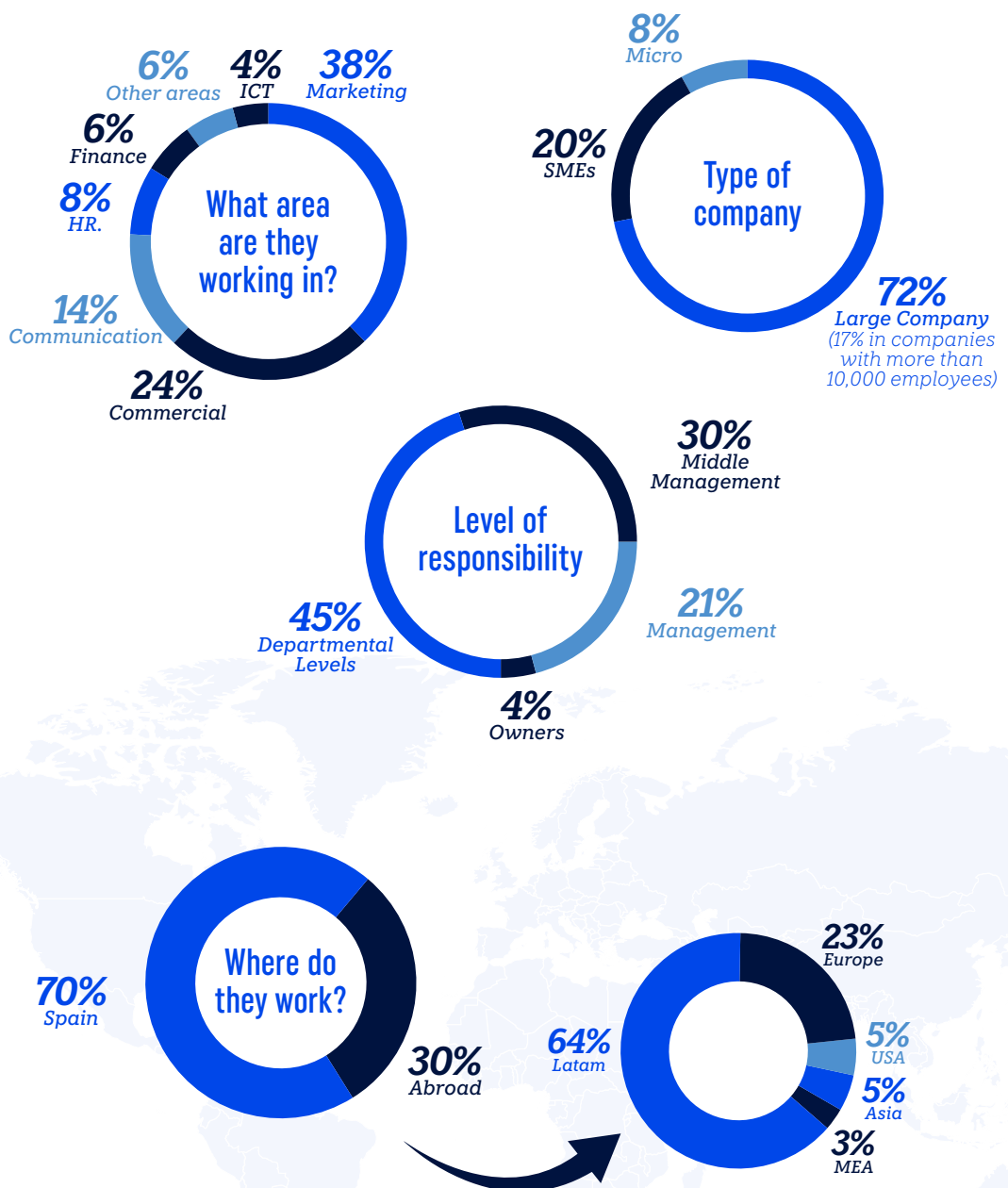
Source: "El español en el mundo" from Instituto Cervantes. #AnuarioIC2018



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.



INTERNATIONAL OFFICE

international.office@esic.university



www.esic.edu/university