



ESIC SUMMER COURSES

A unique opportunity to dive
into the #ESICexperience
where training, leisure
and networking converge.

June 10 to 20 2024
Madrid, Spain





**Dive into the spanish
culture whilst
enjoying Madrid**



**Cross-cultural
environment with local
& international students
and faculty**



**Tailored-made for the
nonconformist who want
to go the extra mile**



**Enjoy a 360° experience
where education & culture
meet**

Our Business School summer course equips executive students with the tools to stay ahead in the rapidly evolving business landscape, ensuring your executive skills are not only refined but also future-proofed.

This is a one-in-a-lifetime opportunity to elevate your leadership acumen whilst enjoying Spain; a country with an exceptional culture and out-of-the-ordinary gastronomy. You get the chance to experience life in Madrid, which is at the forefront of the world's most cosmopolitan cities – and it has stunning weather!

Expand your knowledge and enjoy a memorable experience!





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COURSES CALENDAR

WEEK #1

	Morning 9:30 - 13:30	Break 13:30 - 15:00	Afternoon 15:00-18:00
M 10/06/24	Reception & Orientation	Welcome lunch	Experiential activities Immersive experience: esic tech lab Cultural experience: Madrid tour
T 11/06/24	Data innovation	Lunch	Data innovation
W 12/06/24	Company Visit	Lunch	Innovation management Project: briefing & group work
TH 13/06/24	Innovation customer	Lunch	Innovation customer experience
F 14/06/24	International Masterchef Boost your soft skills whilst cooking your own lunch!		Free
S 15/06/24	Optional activity: Puy Du Fou	Free	Free

WEEK #2

	Morning 9:30 - 13:30	Break 13:30 - 15:00	Afternoon 15:00-18:00
M 17/06/24	Growth: Innovation in digitalization and marketing automation	Lunch	Innovation in marketing Growth
T 18/06/24	Company Visit	Picnic in Madrid	Experiential activity: Bernabeu or Prado Museum
W 19/06/24	Innovation in Business Models	Lunch and round table with professionals	Final project team work
TH 20/06/24	Final project presentation & assessment experience	Farewell lunch	Closing ceremony



Marketing innovation executive program: trends in data, experience & growth

Field of study:
Marketing



Dates: 10 June 2024 - 20 June 2024

Language of instruction: English or spanish (depends on demand) 🇺🇸

Duration: 2 weeks (55 hours)

Cost: 2,500€

Campus: ESIC Business School (Madrid)

Aimed at: Experienced professionals, alumni and current students of postgraduate programs seeking to excel in today's dynamic business environment through the enhancement of their strategic knowledge, broadening network opportunities, optimizing technological skills and embracing creative & cross-cultural thinking.



Learning objectives

- Understand the relevance of a Data-Driven organization and explore new business models based on data management.
- Grasp how digitization impacts the consumer experience and the influence of emerging technologies on real-time simulation and personalization.
- Optimize customer management processes using new technologies to enhance the customer base and implement innovative acquisition techniques.
- Master and apply innovative methodologies in the development of new businesses.
- Foster and strengthen creative thinking.



Course content

2 - INNOVATION IN CUSTOMER EXPERIENCE

- Innovation in customer service
- User experience
- Digital transformation and Customer experience
- Real-Time personalization
- Multisensory experiences
- Technology and Customer Experience
- Stimulating experiences

3 - GROWTH: INNOVATION IN DIGITALIZATION AND MARKETING AUTOMATION

- Communication and sales: Martech to Growth.
- Marketing technologies
- Realtime research and new techniques
- Attribution and acquisition.
- Digital omnichannel Customer journey map.
- Growth Hacking y Product Led growth.
- RPA – SPA – BPA – BPM

4 - INNOVATION IN BUSINESS MODELS

- Importance of the innovative business model
- The difficulty of innovating in a business model
- Business model – building blocks
- Creativity in business model innovation



Course content

1 – DATA INNOVATION

- Data value
- Data thinking to identify a Data Driven Innovation in Business.
- Innovation with Machine learning
- The new data management: First Party Data, Cookieless & GDPR
- New ecosystems: Need of data sharing and data ownership



PRICING

ESIC BUSINESS SCHOOL SUMMER COURSE



1. Marketing innovation executive program: Trends in data, experience & growth

- Standard price for two weeks: 2,500€
- Special price for ESIC Alumni: 1,625€
- Special price for ESIC Partners: 1.800€







ENJOY OUR CAMPUS LIFE



ESIC BUSINESS SCHOOL

TAKE A PEEK AT OUR CAMPUS AND PICTURE YOURSELF ENJOYING IT!

PLAY

-  Wifi
-  Virtual campus
-  IT, multimedia and work space classrooms
-  Coworking areas and study rooms
-  Restaurant - cafeteria
-  Gym and outdoor activities
-  Parking
-  Public transport parks, & restaurants near by

LIVING IN MADRID

SPAIN AT A GLANCE

Spain is one of the most attractive countries to study in. Our universities and business schools welcome a large number of international students from all over the world, as it is the perfect combination of top quality teaching and a one-of-a-kind lifestyle experience. Spain stands out for its climate, its unique philosophy of life, its festivals, its rich cuisine, the diversity of its landscapes, its historical and monumental legacy, its cultural wealth... Some even say that 'Spain is a small Europe within Europe, holding different identities'.

And what to say about Madrid... The capital of Spain. It is a cosmopolitan, lively, hive of activity year-round, special city; which will not leave you indifferent... We dare you to prove us wrong!



POPULATION OF 4 MILLION
(7M throughout the Metropolitan area).



MILD SUMMERS / WARM
(20-32°C)



IT IS ONE OF THE SUNNIEST CITIES IN EU! SUNLIGHT
(2,691 hours / year).



- Experience the authentic vibe of being a “chulapo” or “chulapa” as you stroll through the streets of Madrid.
- Indulge in a delicious “pa amb tomàquet” or bread with tomato, with a view of the Barceloneta.
- Wander through the magical San Juan de Gaztelugatxe.
- Savor a true and traditional Valencian paella.
- Unleash your inner dancer as you learn Flamenco and Sevillanas in the beautiful region of Andalusia.
- Walk among vineyards and relish their aroma in La Rioja.

SHORT TERM ACCOMMODATION OPTIONS

- Near our campus: In this case, the closest areas are **Pozuelo de Alarcón, Aravaca, Majadahonda, Las Rozas and Boadilla**
- Near the city center: **Moncloa, Ciudad Universitaria, Madrid centro, Barrio de Salamanca** ...These are some of the options among others.

1) ROOMS & APARTMENTS:

- AirBnB
- The Social Hub
- Mi casa Inn
- The Oliver Apartments

2) HOTELS

- Sercotel Pozuelo
- AC Hotel "Marriott" La Finca
- Olblanc Plaza de España
- Acta Madfor

TRANSPORT



MADRID-BARAJAS ADOLFO SUÁREZ AIRPORT:
www.aena.es/es/abús-madridbarajas/index.html



SUBWAY (METRO):
www.metromadrid.es



COMMUTER TRAIN:
www.renfe.com/viajeros/cercanias/madrid



URBAN AND INTERCITY BUSES, TRAM /
METRO LIGERO, ETC.
www.crtm.es



AVE (high speed train):
www.renfe.com/viajeros/larga_distancia/

COST OF LIVING



Accommodation

HOTEL: From: **60€ per night**
FLAT: From: **350€ per week**



Feeding and leisure

Baguette: **0,75€ - 1,15€**
Menu of the day: **12€ - 20€**
Coffee / tea: **1,30€ - 3.50€**
Draught beer: **1,50€ - 4.00€**
Cinema ticket: **5€ - 10€**



Transport

10 Metro-bus trips: **12.20€**
Monthly ticket: **54,60€ ***
Young/student card: **20€***
(under 26 years)
(monthly, unlimited travel in all zones)
Public bicycle: **4€/hour**
www.bicimad.com



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LIVE THE #ESICEXPERIENCE

