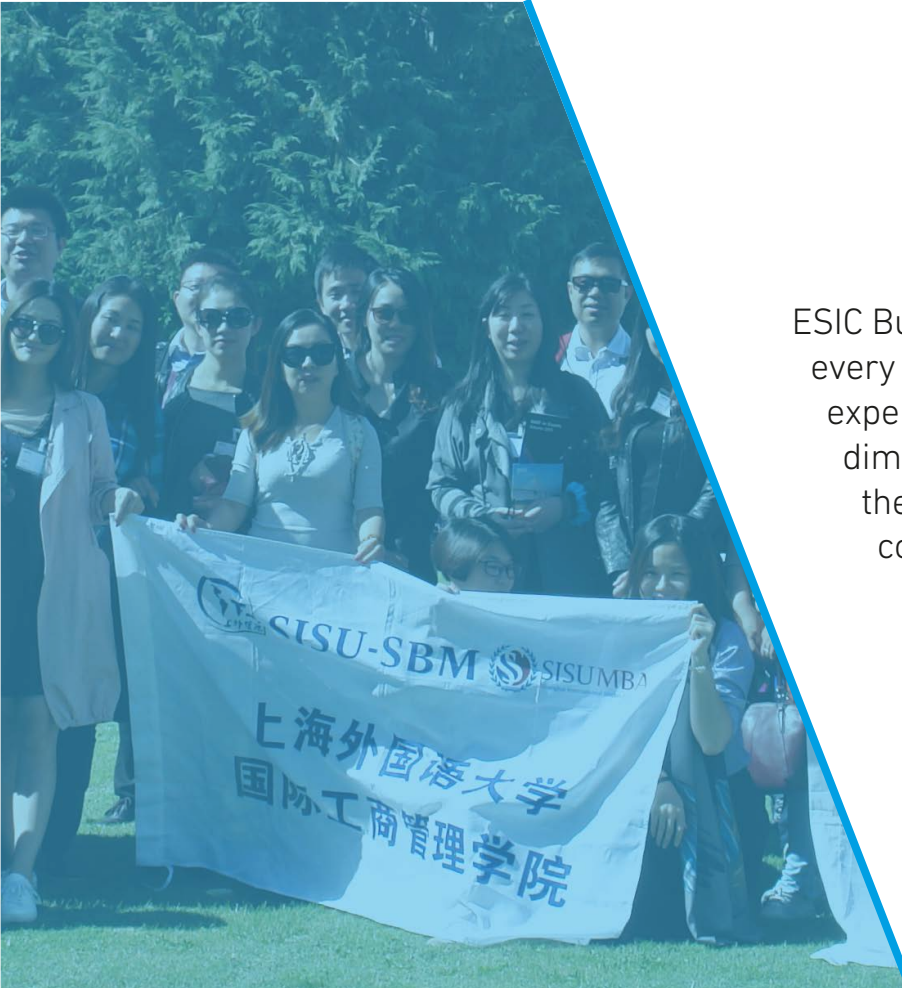




# INTERNATIONAL WEEK 2017





ESIC Business & Marketing School organizes every year the International Week, an experience aimed to add an international dimension to students' profile and develop the knowledge and global outlook to compete in a global market.

In addition, participants have the opportunity to learn from experts in different fields of business and marketing.

## ABOUT ESIC

ESIC is a leading business school in Spain, with an experience of over fifty years training business and marketing professionals.

We strive to incentivize, promote, and maintain a direct relationship with the business environment in order to provide you with a practical academic training which focuses in the needs of the labor market.

We offer training with values, to engage successfully as a highly qualified professional with excellent command and knowledge of the latest trends.

**52,000+**  
ALUMNI GLOBAL  
NETWORK



**12** CAMPUSES IN SPAIN  
(MAIN CAMPUS IN MADRID)  
**2** CAMPUSES UN BRAZIL

CLOSE LINKS WITH THE  
**BUSINESS WORLD**



ACADEMIC  
AGREEMENTS WITH  
**120+ UNIVERSITIES** IN  
**40+ COUNTRIES**

**93%** AVERAGE  
EMPLOYMENT RATE



SYSTEMATIC APPEARANCE IN MOST  
WELL-KNOWN **INTERNATIONAL RANKINGS**  
OF BUSINESS AND EDUCATION



# KEY FACTS

- \\ Conferences and lectures are developed by renowned academics, senior managers, and government officials with a relevant experience in their area of expertise.
  
- \\ **LANGUAGE:** English.
  
- \\ **DATES:** October 2-6, 2017.
  
- \\ The program includes visits to Spanish companies in the FT Global 500 such as **Telefónica, Banco Santander** or **BBVA**. Other companies included are **IVECO, El Corte Inglés, Google, Amazon, Mahou San Miguel group, BASF** or **Microsoft**. Visits will be scheduled according to the topics of the program.
  
- \\ Unique networking activities are organized to promote joint business collaborations.
  
- \\ Participants receive a certificate of attendance, enhancing their CV.
  
- \\ The program is organized at ESIC's campus in [Pozuelo de Alarcón](#) (Madrid).
  
- \\ **Sample topics included in the international week:**
  - » TEAM BUILDING AND NETWORKING EVENTS
  - » PRESENTATIONS ON BUSINESS TOPICS
  - » CROSS-CULTURAL COMMUNICATION AND NEGOTIATION
  - » DOING BUSINESS IN SPAIN – CULTURAL APPROACH
  - » DIGITAL TRENDS & BRANDED CONTENT
  - » MARKETING & FIRMS
  - » DIGITAL ECONOMY & MARKETING: TECHNOLOGIES & STRATEGY
  - » DYNAMIC OF ORGANIZATIONS
  - » THE NEW CUSTOMERS
  - » GLOBALIZATION & WORLD MARKETS



# ADDITIONAL INFORMATION

- » Possibility of leisure activities such as Madrid Busvision or Tour to Toledo.
- » ESIC can organize all the local services for the students, including accommodation, local transportation and food.
  
- » **INTERNATIONAL WEEK FEE: € 550\***
- » \*Included: 2 visits to company´s Headquarters, lunches at ESIC and welcome pack
- » \*Not included: flights, accommodation, transfers to ESIC, breakfasts and dinners

Should you need further information, please do not hesitate to contact Antonio Alcantara through [antonio.alcantara@esic.edu](mailto:antonio.alcantara@esic.edu)

## DEADLINE:

September 10th for EU citizens and August 20th for non-EU citizens



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