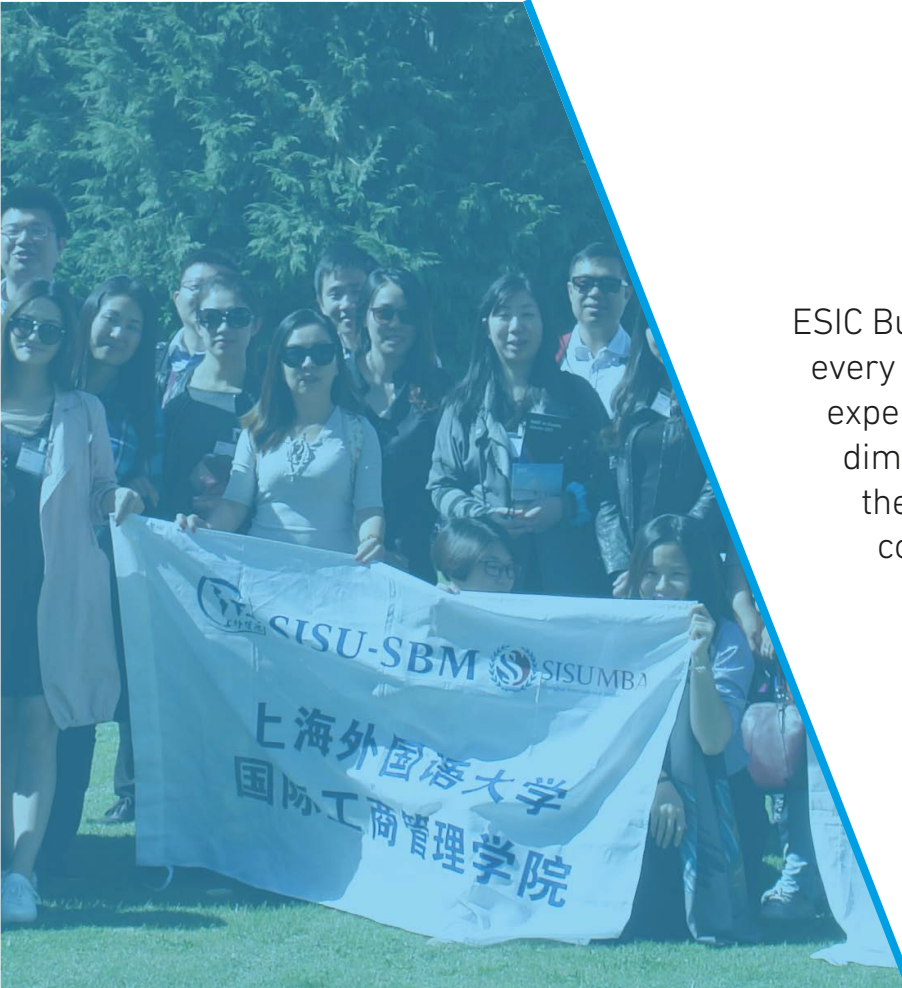




INTERNATIONAL WEEK 2017





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

DEADLINE:

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



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