

SUMMER PROGRAMS AT ESIC UNIVERSITY

Informational Guide 2024



EXPERIENCE MADRID LIKE
NEVER BEFORE.

IMMERSE YOURSELF IN ITS
RICH CULTURE, VIBRANT
CITY LIFE, AND WARM
HOSPITALITY WHILE
PURSUING A TOP-NOTCH
EDUCATIONAL PROGRAM



Madrid Shines Bright!

A Vibrant Capital at the Heart of Spain's Rich Cultural Mosaic

All our summer programs take place in Madrid

Cultural Immersion: Experience the rich history and dynamic culture of Spain's heartland. Visit some of the best museums in the world and enjoy its lovely atmosphere!

Extended Opportunities: Option to extend your stay beyond Madrid.

Extend your stay and visit Barcelona and Valencia: Explore the iconic Gaudi architecture, enjoy beachside bars, and immerse yourself in the city's bustling atmosphere.

Discover the innovative City of Arts and Sciences, savor delicious cuisine, and relax on beautiful beaches.

Diverse Experiences: From metropolitan charm to Mediterranean leisure, enjoy educational opportunities alongside scenic beauty.

Coastal Beauty: Experience the serene beaches and warm embrace of the Spanish sun and sea.



THE SUMMER PROGRAM EXPERIENCE AT ESIC UNIVERSITY

Dare to make it happen! Join our Summer Programs

A strong heritage in Marketing & Innovation

- Courses taught by **specialists** in the field of marketing
- ESIC University stands **number 1** in Marketing and Digital Economy in Spain
- Home to **the Institute of the Digital Economy (ICEMD)**, a hub of innovation and digital advancement
- Host of **Hoyes Marketing (HEM)**, the most important event in Spain for latest trends and insights in marketing
- Venue of the **IMAT Congress**, a pivotal gathering on applied innovation that will take place on 26th - 28th June

#1

Marketing and
Digital Economy.

And one of the most influential in the world

HEM 
HOY ES MARKETING
By **ESIC**

IMAT 
By **ESIC**

ICEMD
Instituto de Innovación de **ESIC**





Snapshot of our Summer Programs


Choose the most suitable for you!


Growth Hacking

 Hybrid: Online + Madrid


 June – July

 80 hours of instruction*


 10 ECTS


 English, B2 requirement


Human to Human Marketing

 Hybrid: Online + Madrid


 June – July

 80 hours of instruction*


 10 ECTS


 English, B2 requirement


Culture and Business in Spain

 Hybrid: Online + Madrid

 June – July

 40 hours of instruction*


 5 ECTS


 English and Spanish, B2 requirement


Cybersecurity Bootcamp

 Hybrid: Online + Madrid

 June – July

 20 hours of instruction*

 5 ECTS

 English OR Spanish, B2 requirement

DARE TO DISCOVER, ACHIEVE, RELATE, AND EXCEL WITH OUR SUMMER PROGRAM IN MADRID

01.

DISCOVER a new world of opportunities in the vibrant city of Madrid

02.

UNLOCK the door to academic excellence with marketing experts

03.

RELATE to a global community of forward thinkers wanting to shape the world

04.

EXCEL in your career and personal development

05.

Connect with the like-minded students from around the world

06.

Build lasting friendships and expand your professional network.



Growth Hacking

Objective: This course is designed to equip students with the knowledge and tools to drive and sustain business growth by leveraging innovative strategies and techniques

Core Study Themes: Creative marketing, Behavioural Psychology, Coding & Automation; Data and Testing; Digital Marketing

2 weeks long

10 ECTS

80 hours: 20 online;
60 in Madrid

1800€/student



Human to Human Marketing in the Age of AI

Objective: This course is designed to equip students with the knowledge and tools to understand and meet the needs, wishes and range of human emotions so they can build authentic relationships beyond traditional B2B or B2C

Core Study Themes: Authenticity; AI; Branding; Storytelling; CRM Management; Relational Marketing,

2 weeks long

10 ECTS

80 hours: 20 online;
60 in Madrid

1800€/student



Culture and Business in Spain

Objective: This course is designed to equip students with a deep understanding of Spain's business environment, enabling them to navigate cultural nuances, communicate effectively and excel in Spanish and Spanish-speaking business contexts

Core Study Themes: Cultural insights; Business environment; Language and communication; negotiation; lateral thinking

1 weeks long

5 ECTS

40 hours: 10 online;
30 in Madrid

900€/student



Cybersecurity

Objective: This course is designed to equip participants with a comprehensive understanding and practical skills in cybersecurity to help them identify, analyze and mitigate digital threats

Core Study Themes: Digital Threats, Technical Skills, Security Tools, Ethical and Legal Considerations; Laws and Regulations in Cybersecurity

1 weeks long

5 ECTS

40 hours: 10 online;
30 in Madrid

900€/student





GROWTH HACKING: STRATEGIES FOR SKYROCKETING YOUR DIGITAL IMPACT

SUMMER PROGRAM

JOIN THE GROWTH IMPACT PROGRAM IN MADRID



ABOUT OUR SUMMER PROGRAM: Earn 10 ECTS Exploring Madrid

June – July, 2024

LOCATION: ESIC UNIVERSITY

- Join our Summer Program and gain cutting-edge insights into Growth Hacking from esteemed experts.
- Make the most of your time by earning 10 ECTS credits in two weeks, combining intensive learning with an unforgettable international experience.
- **Unlock Digital Mastery:** Deep dive into the latest digital marketing strategies and growth hacking techniques that pivot student's future prospects for success in a dynamic marketing landscape.
- **Bridge Technology and Creativity** – a discovery journey that stresses how to blend creative marketing approaches with technological tools to craft compelling digital marketing campaigns that resonate in today's tech-driven marketplace.
- **From Insights to Impact** - central to the course is how to transform data into growth through effective data analysis.
- **Accelerate your Startup Dream** – aspiring entrepreneurs will be exposed to skills that rapidly scale up startups using cost-effective, innovative strategies.
- Engage in interactive workshops, case studies, and a challenging final project that blends academic learning with practical application
- Enhance your resume and personal portfolio with a unique international study experience, setting you apart in the competitive job market



GROWTH HACKING: THE PROGRAM

WEEK 1:

MODULE I: CORE CONCEPTS & PRINCIPLES

Setting growth objectives
Identifying key metrics
Intro to A/B testing & experiments

MODULE II: GROWTH STRATEGIES & TOOLS

Digital marketing: SEO, content marketing, SM
Tools and platforms for tracking growth

WEEK 2:

MODULE III: IDEATION & EXPERIMENTATION

Ideation
Growth Experiments

MODULE IV: ANALYTICS FOR DECISION MAKING

Intepreting data & drawing insights
Pivoting Strategies

CAPSTONE PROJECT

DARE TO DISCOVER, ACHIEVE, RELATE, AND EXCEL WITH OUR SUMMER PROGRAM IN MADRID

01.

DISCOVER a new world of opportunities in the vibrant city of Madrid

02.

UNLOCK the door to academic excellence through enhanced digital impact

03.

RELATE to a global community of creative technologists

04.

EXCEL in your career and personal development

05.

Connect with the like-minded students from around the world

06.

Build lasting friendships and expand your professional network.



DARE TO MAKE IT HAPPEN:
SKYROCKET YOUR DIGITAL IMPACT





HUMAN TO HUMAN MARKETING IN THE AGE OF AI: BUILDING AUTHENTIC CONNECTIONS

SUMMER PROGRAM

JOIN THE HUMAN TO HUMAN MARKETING PROGRAM IN MADRID



ABOUT OUR SUMMER PROGRAM: Earn 10 ECTS Exploring Madrid

June – July, 2024

LOCATION: ESIC UNIVERSITY

- Join our Summer Program and gain cutting-edge insights into Human to Human Marketing in the Age of AI from esteemed experts.
- Make the most of your time by earning 10 ECTS credits in two weeks, combining intensive learning with an unforgettable international experience.
- **Cultivate Genuine Connections:** learn to apply empathy and active listening to transcend B2B and B2C language and foster deeper, authentic relationships in any business context.
- **Create Holistic Marketing Strategies** – blend AI technologies with human-centric marketing strategies to deliver personalized, meaningful customer experiences that never lose the human touch.
- **Navigate Digital Overload** – craft authentic narratives that cut through the digital noise and engage audiences.
- **Pioneer ethical leadership in AI driven marketing** – learn how to pioneer responsible, ethical practices that prioritize consumer welfare and data privacy.
- Engage in interactive workshops, case studies, and a challenging final project that blends academic learning with practical application
- Enhance your resume and personal portfolio with a unique international study experience, setting you apart in the competitive job market



HUMAN TO HUMAN MARKETING: THE PROGRAM

WEEK 1:

MODULE I: CORE CONCEPTS & PRINCIPLES

Core Concepts
Differences between H2H, B2C and B2B
Authenticity & Empathy in Marketing

MODULE II: AI IN MARKETING

Capabilities
Ethical Considerations
Case Studies of AI enhanced personalization

MODULE III STORYTELLING

Brand Stories
AI in content optimization
Balancing AI driven content with human creativity

WEEK 2:

MODULE IV: PSYCHOLOGY OF DECISION MAKING

Human needs and motivations
Psychological triggers
AI for deeper insights

MODULE V: AUTHENTICITY IN DIGITAL MARKETING

Maintaining human connections in a digital age
Balancing automation and human touch

MODULE VI: IMPLEMENTING H2H STRATEGIES

Planning & Execution
Measuring success based on data
Continuous learning from human interactions
Personalizing Cex at scale with AI

CAPSTONE PROJECT

DARE TO DISCOVER, ACHIEVE, RELATE, AND EXCEL WITH OUR SUMMER PROGRAM IN MADRID

01.

DISCOVER a new world of opportunities in the vibrant city of Madrid

02.

FOSTER creative thinking and innovation in AI integration for human-centred marketing

03.

RELATE to a global community of holistic thinkers who lead through example

04.

EXCEL in your career and personal development

05.

Connect with the like-minded students from around the world

06.

Build lasting friendships and expand your professional network.



**DARE TO MAKE IT HAPPEN: BUILD
AUTHENTIC CONNECTIONS**





JOIN THE CULTURE AND BUSINESS IN SPANISH PROGRAM IN MADRID



ABOUT OUR SUMMER PROGRAM: Earn 5 ECTS Exploring Madrid

June – July, 2024

LOCATION: ESIC UNIVERSITY

- Join our Summer Program and gain cutting-edge insights into Human to Human Marketing in the Age of AI from esteemed experts.
- Make the most of your time by earning 5 Brilliant. ECTS credits in two weeks, combining intensive learning with an unforgettable international experience.
- **Deep Cultural Understanding:** cultivate an in-depth understanding of Spain's unique business culture for effective engagement and leadership in Spanish business contexts.
- **Master Communication Skills in another language** – learn about negotiation and influence to build strong, productive relationships in Spanish environments.
- **Navigate Spain's cultural landscape** – develop the ability to detect diverse regional influences so you can adapt and be effective in different business scenarios.
- Engage in interactive workshops, case studies, and a challenging final project that blends academic learning with practical application
- Enhance your resume and personal portfolio with a unique international study experience, setting you apart in the competitive job market



CULTURE AND BUSINESS IN SPAIN: THE PROGRAM

WEEK 1:

MODULE I: INTRODUCTION TO SPANISH CULTURE

Cultural history and impact on business
Spanish business etiquette
Role of family and regional identities

WEEK 2:

MODULE III: STRATEGIC MANAGEMENT IN SPAIN

Leadership styles and global practices
Managing teams in Spain: motivation, hierarchy
Conflict resolution

MODULE II: COMMUNICATION & NEGOTIATION IN SPAIN

Spanish communication style and context
Negotiation strategies
Personal connections & networking

MODULE IV: ADAPTING BUSINESS STRATEGIES

The Spanish Consumer
Legal and regulatory environments in Spain
Market entry strategies

CAPSTONE PROJECT

CONVERSATIONAL SPANISH

DARE TO DISCOVER, ACHIEVE, RELATE, AND EXCEL WITH OUR SUMMER PROGRAM IN MADRID

01.

DISCOVER a new world of opportunities in the vibrant city of Madrid

02.

MASTER cultural insights and communication strategies for effective management

03.

RELATE to a global community of holistic thinkers who lead through example

04.

EXCEL in your career and personal development

05.

Connect with the like-minded students from around the world

06.

Build lasting friendships and expand your professional network.





CYBERSECURITY MASTERY IN THE DIGITAL AGE

SUMMER PROGRAM

JOIN THE CYBERSECURITY PROGRAM IN MADRID



ABOUT OUR SUMMER PROGRAM: Earn 5 ECTS Exploring Madrid

June – July, 2024

LOCATION: ESIC UNIVERSITY

- Join our Summer Program and gain cutting-edge insights into Human to Human Marketing in the Age of AI from esteemed experts.
- Make the most of your time by earning 5 Brilliant. ECTS credits in two weeks, combining intensive learning with an unforgettable international experience.
- **Safeguard Digital Assets against Evolving threats:** master Cybersecurity principles and best practices and its critical role in protecting information and infrastructure in our increasingly digital world.
- **Hands-on experience for real-world problem solving** – engage with cutting-edge cybersecurity technologies and methodologies for effective threat detection, analysis and mitigation in business contexts.
- **Grasp Ethical Boundaries and Legal Frameworks** – deepen your understanding of cybersecurity practices that ensure compliance and responsible decision-making.
- Anticipate the Future of Cybersecurity: develop a forward—looking perspective on how emerging technologies and trends will shape the landscape.
- Engage in interactive workshops, case studies, and a challenging final project that blends academic learning with practical application
- Enhance your resume and personal portfolio with a unique international study experience, setting you apart in the competitive job market



CYBERSECURITY MASTERY IN THE DIGITAL AGE: THE PROGRAM

WEEK 1:

MODULE I: INTRODUCTION TO CYBERSECURITY

Cybersecurity fundamentals
Overview of threats and attack vectors
Real world scenarios and response strategies

MODULE II: ETHICAL & LEGAL CONSIDERATIONS

Cybersecurity ethics
National and international cybersecurity laws and regulations

WEEK 2:

MODULE III: TECHNICAL SKILLS DEVELOPMENT

Main tools and practices:
encryption, firewalls, antivirus software
Security tools (Wireshark, Kali Linux etc.)

MODULE IV: FUTURE TRENDS

Impact of emerging technologies (e.g IoT, AI) on cybersecurity
Future trends in threats and defense mechanisms

CAPSTONE PROJECT

DARE TO DISCOVER, ACHIEVE, RELATE, AND EXCEL WITH OUR SUMMER PROGRAM IN MADRID

01.

DISCOVER a new world of opportunities in the vibrant city of Madrid

02.

NAVIGATE and **SECURE** digital landscapes, and prepare for what is to come

03.

RELATE to a global community of tech driven forward-thinking and protection-driven experts

04.

EXCEL in your career and personal development

05.

Connect with the like-minded students from around the world

06.

Build lasting friendships and expand your professional network.



DARE TO MAKE IT HAPPEN: CYBERSECURITY MASTERY IN THE DIGITAL AGE





**DON'T JUST
DREAM
ABOUT YOUR
FUTURE**

**DARE TO MAKE IT
HAPPEN**