



**INTERNATIONAL
SUMMER PROGRAMS**



Your Summer Adventure Begins Here!

esic
University

MADRID SHINES BRIGHT

A vibrant Capital at the Heart of Spanish's Rich Cultural Mosaic



CULTURAL IMMERSION

Experience the rich history and Dynamic culture of the Spanish heartland

DIVERSE EXPERIENCES

From metropolitan charm to Mediterranean leisure

EXTENDED OPPORTUNITIES

Option to extend your stay beyond Madrid

COASTAL BEAUTY

Experience the serene beaches and warm embrace of the Spanish sun and sea

GROWTH HACKING IN A NUTSHELL

Strategies for skyrocketing your digital impact



Hybrid: Online + Madrid



June – July 2 weeks long



80 hours of instruction: 20 online; 60 in Madrid



10 ECTS



English, B2 requirement



1800€/student

OBJECTIVE

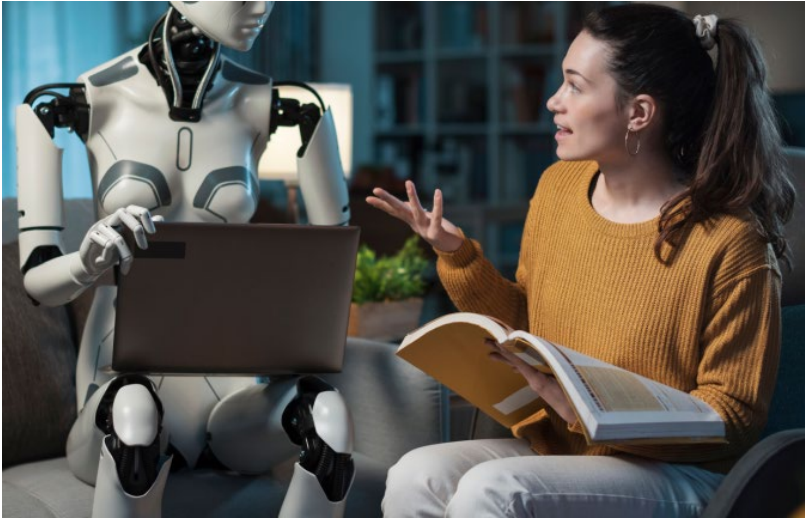
Drive and sustain business growth by leveraging innovative strategies and techniques

STUDY THEMES

Creative marketing, Behavioural Psychology, Coding & Automation; Data and Testing; Digital Marketing

HUMAN TO HUMAN TO HUMAN MARKETING IN THE AGE OF THE IA

Dare to Make it Happen: Build Authentic Connections



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1800€/student

OBJECTIVE

Understand and meet the needs, wishes and range of human emotions so they can build authentic relationships beyond traditional B2B or B2C

STUDY THEMES

Authenticity; AI; Branding; Storytelling; CRM Management; Relational Marketing,

CULTURE AND BUSINESS IN SPAIN

Join the Culture and Business in Spanish program in Madrid



Hybrid: Online + Madrid



June – July 1 week long



40 hours of instruction: 10 online; 30 in Madrid



5 ECTS



English, B2 requirement



900€/student

OBJECTIVE

Deepen Your Understanding of Spain's Landscape: Navigate Culture and Excel in Communication

STUDY THEMES

Business environment; Language and communication; negotiation; lateral thinking,

CYBERSECURITY

Dare to Make it Happen: Build Authentic Connections



Hybrid: Online + Madrid



June – July 1 week long



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5 ECTS



English, B2 requirement



900€/student

OBJECTIVE

Equip participants with a comprehensive understanding and practical skills in identifying, analyzing and mitigating digital threats

STUDY THEMES

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

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



DARE TO MAKE IT HAPPEN

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