

ESIC SUMMER COURSES

For UNDERGRADUATE
STUDENTS

July 5th to 9th, 2021
Madrid. Spain.

*Live an amazing
experience.*

Discover the new era of leaders in
marketing and digital economy

ARE YOU READY?

 **ESIC**
BUSINESS & MARKETING SCHOOL

Transforming people

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*Transforming
people*

AGENDA

MORNING

Robotics and Marketing
**Artificial Intelligence and
Business Ethics**

AFTERNOON

Lean Marketing
Digital Branding



OUR
SUMMER COURSES

Robotics and Marketing

Directors
Fernando Soria & Pierre Auger.

Morning



Subject

Marketing in the age of Robotics is being impacted in different areas from campaign design and development to media buying as well as customer experience and interaction. These sessions will go through all the cutting edge technologies that are changing the way we do Marketing today.



Course objectives

- Understand how robotics and some other technologies are changing the way we interact with our customers.
- Discuss how robotics is helping to create a better customer experience.
- Discuss how all these technologies are helping to increase marketing productivity improving customer journey touchpoints.
- Experimenting how AI is used to create marketing experiences.
- Understand how advertising industry is changing the way we are exposed to advertising by personalizing the message.



Program

Day 05/07/2021:

Lectures: F. Soria & P. Auger.

- Introduction to the Course.
- Lecturers Presentation.
- Marketing Evolution.
- Marketing Automation: How automatization is revolutionizing the marketing activities and the customer journey.

Day 06/07/2021:

Lectures: F. Soria & P. Auger.

- Internet of Things and the data around everyday activities.
- Bots and applications in marketing activities.

Day 07/07/2021:

Lectures: F. Soria & P. Auger.

- Augmented reality and virtual reality how to use it for marketing programs.
- Creating marketing experiences through virtual reality.

Day 08/07/2021:

Lectures: F. Soria & P. Auger.

- Programmatic advertising and the new possibilities of the media sector.
- The focus on the target instead of the media
- Seminar summary.

Day 09/07/2021:

Lectures: F. Soria & P. Auger.

- Robotics and machine learning improving marketing effectiveness.
- Robotics applications in marketing.

Artificial Intelligence and Business Ethics

Director
Eduardo Gismera.



Subject

A journey into the future. The course will review traditional business ethics concepts and relate it with the new and changing environment. Participants will face real situations related to the most current issues. Next, they will try to glimpse them under the prism of the so-called artificial intelligence.



Course objectives

- Business Ethics update with Artificial Intelligence.
- Reflection about human behaviours in our new era.
- Aptitude to face a life project with sufficient knowledge.



Program

Day 05/07/2021:

Lecture: Eduardo Gismera.

- Introduction.
- Origins of our journey to the future.
- Moral Thinking rules.
- Ethics universal consequences.
- Ethics Rational duty.
- Virtues, ethics and artificial intelligence.



Day 06/07/2021:

Lecture: Belén López Ignacio Sobrino.

- Corporate Social Responsibility today.
- Handicapped people and Artificial Intelligence.

Day 07/07/2021:

Lecture: Eduardo Gismera.

- Corruption for a new era.
- The role of loyalty today.
- Roll Play. Why to be honest.
- The new ethical codes.
- Ethics management program.

Day 08/07/2021:

Lecture: Eduardo Gismera.

- Work Life Balance and ethics.
- A major problem for women?
- Robots: time or slavery.
- A life project working at home.
- Shall we work tomorrow?

Day 09/07/2021:

Lecture: Eduardo Gismera.

- Sustainability.
- Is sustainability possible today?
- What really matters.
- Short farewell toast.



Lean Marketing

Director
Salvador Ruiz Conde.

Afternoon



Subject

Lean Marketing for start-ups is a course for those entrepreneurs, business owners and graduates who want to understand and identify what makes an organization successful from a marketing point of view. The goal is to convert students into confident marketers, able to set up fast, innovative and low-cost campaigns.



Course objectives

- Understand how to build a lean marketing organization.
- How to select the most efficient marketing strategy for your business.
- Become agile, innovative and efficient on your marketing activities.



Program

Day 05/07/2021:
Lean Marketing.

Lecture: Salvador Ruiz Conde.

- What is lean start up? Fast, focused, prioritized and forward thinking.
- Lean marketing objectives .
- Innovation, time and success.
- MVP - minimum viable product.
- From product design to product launch.
- The importance of gathering customer feedback.
- The principles of lean marketing.
- Lean management and digital marketing.



Day 06/07/2021:

Methodologies and getting the basics right.

Lecture: Salvador Ruiz Conde.

- Design thinking.
- Problem solving.
- Agile and Scrum methodologies.
- Growth hacking.
- Your brand.
- Your story.
- SWOT analysis.
- Your website – connecting with visitors.
- When KPIs drive your ROI: build and measure.

Day 07/07/2021:

Understanding your environment.

Lecture: Salvador Ruiz Conde.

- Top marketing mistakes by start-ups.
- Marketing strategy.
- Target market analysis.
- Segmentation means success.
- Building your person.
- Building the customer journey.

Day 08/07/2021:

Engage with your audience.

Lecture: Salvador Ruiz Conde.

- The 9 blocks of a business model.
- Marketing funnel.
- CRM systems.
- Coordinating efforts with the sales team.
- Organizational support.
- Surveys.
- Customer satisfaction.



Day 09/07/2021:

Inbound and outbound marketing.

Lecture: Salvador Ruiz Conde.

- Lead generation: the art of attracting customers.
- Content marketing: When content is King.
- Email marketing.
- Social media (SMM & SMO).
- Digital marketing (SEO and SEM)
- Public Relations.
- Direct Marketing.
- Webinars & Events.



Digital Branding

Director
Pilar Nestar García.

Afternoon



Subject

The course will offer the opportunity to catch up with current and relevant academic developments in the field of branding and digital engagement. The traditional view of branding is going through significant transitions due to an array of influences including new technologies, Big Data and rapidly changing global demographics. Through interaction with different topic specific experts, the students will be approaching the topic of digital branding and engagement from different angles.



Course objectives

We are in the age of digital brand engagement, where brands inspire a two-way conversation with their consumers. Our students will learn how digital branding has altered the way brands communicate with their audiences, and the challenges of managing a digital brand and how a rich and compelling content, combined with digital distribution, is fundamental for brand to brand engagement.



Program

Day 05/07/2021:

The digital Customer.

Lecture: Pilar Nestar García

- Introduction to the course.
- How to build a buyer persona.
- Examine consumer empowerment.
- Consumer change and how it is altering brand communications.
- Explore consumer participation and engagement.
- Practice exercise.

Day 06/07/2021:

Digital branding.

Lecture: Pilar Nestar García

- Discuss the fundamentals of digital branding, digital brand strategy and measurement.
- Content marketing and how owned content can be distributed across company-owned digital media assets.
- Guest Speaker. – Binfluencer. Javier Yuste and Jesús San Román Identify the influencers that optimize the impact over the target audience of your company.

Day 07/07/2021:

Media Assets

Lecture: Pilar Nestar García

- Differences between paid media, owned media and earned media.
- Owned media.
- Practice exercise: Examine a range of owned media assets of Netflix/Deliveroo and determine their value.
- Conference: Antonio Abalos – Director of Marketing at Netflix or Inés Urés – CMO at Deliveroo. (to be confirmed).



**Day 08/07/2021:
Earned Media.**

Lecture: Pilar Nestar García

- Investigate brand engagement and why is it important.
- Influencers – How can they help you to reach your target audience.
- Marketing Strategies for earned Media: Create brand engagement on social media platforms.
- Visit of Facebook and Instagram – Madrid Paco Lucena Marketing Science Partner. (to be confirmed).



**Day 09/07/2021:
Analyze and maintain the health of
your brand.**

Lecture: Pilar Nestar García

- Selecting the most appropriate digital vehicles for your brand's personality and business objectives.
- The value of analytics – digital branding metrics, data mining.
- Conclusions of the course.
- Closing.





Living in MADRID



CAPITAL OF SPAIN AND CAPITAL OF THE COMMUNITY OF MADRID.
(Autonomous community).



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



COLD WINTERS (Min 4-5° C and Max. Of 12°C)
AND MILD SUMMERS / WARM (20-32°C)



SUNLIGHT (2,691 hours / year).



POZUELO CAMPUS ONLY 20 MINUTES AWAY FROM MADRID.



SPANISH IS THE OFFICIAL LANGUAGE AND CLASSES WILL BE HELD
IN ENGLISH.


What services ARE OFFERED IN ESIC?

When you decide to study abroad it is normal to have many doubts. Where am I going to stay? What means of transportation are there to reach the campus? What scholarships can I apply for? Can I do internships in that country? Where do I go if I get sick?


ESIC has a department that will help you solve all your doubts. We are at your disposal to clarify any concerns and give you advice in Spanish or English. These are our main services:

- **INTERNATIONAL OFFICE:** The Students' Services Office, will provide you with information for the management of the required administrative -NIE, visa extension, etc. In addition, it will offer you advice that facilitates your adaptation to the Country: support in finding accommodation, medical insurance, information about Spanish customs and institutions, scholarships and grants, etc.
- **PROFESSIONAL DEVELOPMENT UNIT.** Departments of Professional Careers, Internships in Companies, ESIC Entrepreneurs and ESIC Alumni, belong to this Unit.

 Library


 Virtual campus

 Restaurant-Cafeteria


 Sports Club and
Outdoor Activities

 Volunteering

 Wifi

 IT, multimedia and work
space classrooms

 Parking

 Public transport nearby



Accommodation OPTIONS

- If you want to live near the School: In this case, The closest areas to the Campus are Pozuelo de Alarcón, Aravaca, Majadahonda, Las Rozas and Boadilla
- If you want to live in the city center: Moncloa, Ciudad Universitaria, Madrid centro, Barrio de Salamanca ...These are some of the options among others.

ACCOMMODATION OPTIONS:

1). Students Residences:

- Nebrija Residences
- Collegiate Residences
- Argentine College
- Residences Nexus

2). WEBS and agencies:

- Mi casa Inn
- P y R Soluciones
- Aluni
- Accomadrid
- Be roomers
- DFlat
- Spot a Home
- Housing Anywhere



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/products



Cost of LIVING IN MADRID



Acommodation

INDIVIDUAL:

Individual rent: **700 - 1.300€**

SHARED:

Shared flat: **300 - 600€**

Residencess: **900 - 1200€**



Feeding and leisure

Baguette: **0,75 - 1,15€**

Menu of the day: **10€ - 15€**

Coffee / tea: **1,10 - 1,25€**

Glass of Beer: **1,50 - 2,00€**

Cinema ticket: **9 - 12€**



Transport

10 Metro-bus trips **12.20€**

Monthly ticket: **54,60€ ***

Young/student ticket (under 26 years) **20€** (monthly, unlimited travel in all zones)

Public bicycle: 25€/year www.bicimad.com

APPS



CITYMAPPER

It has information of all urban transport means, especially public transport; although it also adds options to go on foot, by bike, or in shared transport systems.
citymapper.com



MOOVIT

It is an App with all local transport options, convenient, intelligent and simple. It has public transport information, improved by users.
www.moovitapp.com



AROUNDME

It is an app that allows you to know everything that is around you, wherever you are. It can be from bars, banks or gas stations, to churches or even Wi-Fi spots. Find what you are looking for at all times.
www.aroundmeapp.com



TRANSFER WISE

Making an international transaction with TransferWise is up to eight times cheaper than with a bank. This is possible because the average market exchange rates apply and reports the price of the only commission charged before making the operation, which significantly lowers the costs of any international transfer.
www.transferwise.com



TIMEOUT

A great guide to get to know Madrid and Barcelona and for when you travel around the world. You can plan activities, find places to eat and drink, save your favorite places and customize your application in more than 30 cities.
www.timeout.com



Pricing



Prices (per course)*

- Reduced price for ESIC students or alumni: **400€**
- Standard price without residence: **900€**
- Standard price with residence (6 nights, Sunday - Saturday): **1,400€**

***Only can attend one course in the morning and one in the afternoon.**



Discounts (applicable only on the standard course price and non-cumulative)

- **10%** discount for partner universities
- **10%** discount before May 31 [Early bird]
- **10%** discount on the price of each course fee if 2 courses are taken





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