

Greetings from ESIC University,

We would like to **cordially invite you** to our third edition of the **International Week 2023**, which takes place from **27<sup>th</sup> March to 31<sup>st</sup> March**, in a face-to-face and online mode at ESIC University Valdenigrales campus where we are looking forward to focussing on the following two topics:

- Top Marketing Research Trends & Strategies for 2023
- Research on the use of Marketing Trends in Academic Programmes at Higher Education Institutions

We want to welcome **teaching staff** and **non-teaching staff** to deliver guest lectures (on-campus or online via Zoom), present their home universities and participate in a symposium on *The Top Marketing Trends in Academic Programmes*, as well as in job-shadowing sessions and exciting social events.

## REGISTRATION:

Please [click here](#) to fill in the form to participate in the 2023 International Week.

Or alternatively, use the direct URL: <https://forms.office.com/e/1PPSqYEW0H>

Or scan the QR code that leads to the registration form.

INTERNATIONAL WEEK 2023  
Partner Registration Form



## Videos



[ESIC Corporate Video](#)



[ESIC Madrid Video](#)

At the International Week, you will have the opportunity to encounter colleagues from different departments, get a vision of their working areas and current international projects, and attend lectures.

- On [Networking Day](#), researchers could explore possibilities of future collaborations in areas of their interest and organise individual contact agendas.
- On [International Fair Day](#), non-teaching staff will engage with students to present their institution and provide information related to their mobility programmes. Also, we would be thrilled if non-teaching staff offered to deliver lectures related to *“The best experiences to promote International Mobility Programmes to students”*.

A masterclass, *“China and Latin America in the International Markets”*, will be delivered on Thursday (30<sup>th</sup> March) by **Álvaro Méndez, PhD**, a Senior Research Fellow at the London School of Economics & Political Science (LSE) and Foreign Expert at the Institute for Global Public Policy (IGPP) at Fudan University (Shanghai).

Furthermore, we will meet for lunch, dinner and other amazing networking events in order to refresh our contacts or to find new partners.

Here are the members of our team who will be delighted to welcome (and help) you at the event:



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Thank you very much, and we hope to see you and your institution with us at the end of March!

Kind Regards,

The Office of the Vice-Chancellor for International Relations  
ESIC University