



MARKETING  
SPECIALISED PROGRAMME

2018



## ABOUT ESE

The European School of Economics, founded by a man with a dream, now has centers over three continents and in the world's major cities: London, Rome, Milan, Florence and Madrid.

The College is a privately funded institution, providing Undergraduate, Post-graduate and Executive programmes focused on guiding students towards self-discovery, and bringing them to the realization of their own innate qualities and uniqueness, developing each of them as leaders regardless of the field they choose to pursue.

Education today seems to be the antithesis to the classical models laid out by the ancient Greeks, in which schools encouraged the pupils to question, to participate, and before all else - to know themselves. The European School of Economics believes that the world one lives in is none other than a reflection of the inner states he lives, and that the more one knows and therefore masters himself, the more he can create a world that is pleasing for himself and others. All courses at the European School of Economics are concentrated on the individual as the most vital element.

## ESE PHILOSOPHY

*The world is a mere reflection of the world we live and dream internally. An individual whose aim is order and beauty cannot help but manifest this integrity in the external world. A man who loves himself and so, the world around him cannot help but create, emanate and instill order wherever he goes.*

*“For a man of Integrity manifestation takes place simultaneously with his Dream. Reality is whatever he dreams of, manifesting instantly before him. Without integrity, reality is also whatever you think or feel or say, but there is an apparent time lag for its manifestation. From a higher dimensional level of existence every thought is instantly manifested into reality, and polarity is just an illusion. You have to see everything as a whole - complete and perfect and know that there is nothing wrong no matter how bad or how good it may seem. Unity is your very nature and you are the very reason for everything that happens. Everything you think, feel and do is creating your whole world up to the most distant stars...”*

**Elio D'Anna**

Founder and President  
European School of Economics



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## MARKETING SPECIALISED PROGRAMME

The programme comprises 4 modules.  
Each module entails one 3-Hrs session per week over 11 weeks, plus an optional 3-month internship programme upon completion of the 4 modules.

The ESE Specialised Programme in Marketing is designed to further develop participants' marketing skills and acumen to ensure that managers in international markets have the required understanding and insight for success in this field.

The course will prepare participants for a wide range of activities such as brand management, product development, services marketing and business-to-business marketing enabling them to enter into specialist marketing consultancy and service firms that excel in the areas of market research, advertising, sales promotion, public relations and direct marketing.

Since marketing is the art and science of targeting market segments and obtaining, maintaining and building loyalty we will work on effective communication and the delivery of superior service and value.

Participants will be able to manage, supervise and direct their own, and others, activities, whilst understanding key strategic issues and trends in the field. This includes the use of information to make critical decisions and the application of theories

and techniques to practical realistic work situations in the sector.

Next Starting Dates:  
January / April / September

Students will take 4 of the following modules (modules may be subject to change and may vary according to the ESE center):

- Innovation Development and Management
- E-Business and E-Commerce
- International Strategic Marketing
- Consumer Behaviour
- Integrated Marketing Communication
- International Business Management

Internship: Available

Language used: English

Course Duration:

- 3 months = 120 in-class hours + revision/reading week + exam week
- Internship (optional): 3 months

Internship (optional)

Students who intend to participate in an internship must first undergo an assessment by the ESE Placement Officer. Upon being deemed eligible, host companies will be decided together with the Placement Officer who will assist the student in obtaining an internship at the company of choice. Candidates must submit a CV and undergo a successful interview for their acceptance.

Course structure

Each module holds a weekly 3-hour class (total 12 hours per week, Monday to Friday)

Assessment

Mid Term Assessment (40%)  
Final Assessment (60%)

Course level: Postgraduate

Entry requirements:

A first degree or equivalent work experience



## ADMISSION INFORMATION

### Entry requirements:

Entrance to the ESE Short Course programmes requires the Completion of the Online Application form at ([apply.europeanschoolofeconomics.com](http://apply.europeanschoolofeconomics.com)), and submission of the following documents to the Admissions Office at the ESE centre of interest:

- Last academic certificate
- Resume' / CV (including reference to all previous education)
- Personal Statement if not attached to the application form
- Good command of the English language (IELTS/TOEFL scores are a plus)
- Photocopy of Passport/ ID document
- Four photographs (passport-sized)

Maximum number of admittance: 30 (in order to provide a unique learning experience with a ratio between Professor to students, no more than 30 students will be admitted into this programme).

### Internship programme:

Students will undergo an assessment with the ESE Placement Officer, so as to determine their eligibility for an internship placement. The placement office will assist eligible students in obtaining an internship fitting their profile and career objectives.

### Credits & Recognition:

No ECTS credits awarded. Upon completion of the programme, students receive a Certificate of Attendance awarded by the European School of Economics.

### Programme Fees

Please refer to:  
[www.europeanschoolofeconomics.com](http://www.europeanschoolofeconomics.com)

### Application Deadline

Admissions at ESE are carried out on a rolling basis process and as such there is no deadline for applications for a particular intake. However, given the limited number of places on the programme, we recommend that you present your application as soon as possible.

The Course online application form is available online at  
[apply.europeanschoolofeconomics.com](http://apply.europeanschoolofeconomics.com)

[www.europeanschoolofeconomics.com](http://www.europeanschoolofeconomics.com)  
[www.esespain.com](http://www.esespain.com)  
[www.uniese.it](http://www.uniese.it)

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