



**CESINE**  
DESIGN & BUSINESS SCHOOL

## INTERNATIONAL PROGRAMS IN SPAIN

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- International Internship Certificate
- Certificate in Business English
- Certificate in Business Spanish
- Certificate in International Business Management
- Certificate in Digital Marketing
- Certificate in Fashion Design
- Certificate in Fashion Marketing
- Certificate in Visual Communication
- Certificate in International Marketing
- Certificate in Global Business Environment
- Top Up Degree: Bachelor in International Business
- Top UP Degree: Bachelor in Advertising, Marketing Communications & Public Relations



# Innovating in Higher Education

FERMÍN GUTIÉRREZ CRUZ *President of CESINE*

"Our mission is to redefine the concept of higher education and offer our students the most global and innovative educational experience possible, adapted to the real world and the companies needs."



We have been offering the most global and innovative learning experience possible for over 25 years.

Our programs provide a practical approach, with rigorous and updated content, with a learning methodology that connects with the most innovative learning trends worldwide.

Our methodology is based on collective learning and the exchange of knowledge and experiences.

For this we have a faculty that transmits the most solid academic bases; they are professionals who possess an updated and practical knowledge that is based on their own daily experience. In this way, innovation in teaching and adapting to changes are the hallmarks of CESINE.

The outstanding presence of our university institution in the international rankings reflects its commitment to excellence.

the ability to adapt to changes, and to help people and organizations achieve their results.

We are one of the university institutions most committed to employability and entrepreneurship. We have signed agreements with over 2,500 companies, we have managed about 16,500 internships and about 2,600 job offers.

We have held thirteen editions of the Employment and Networking Fair, where some of the most important national and international companies come

to our campus to recruit talent.

In addition, we have organized more than twenty editions of the Entrepreneurship Forum, a pioneering initiative that has allowed around 900 students to create their own company or startup and today be considered successful entrepreneurs.



"CESINE has revolutionized my life. It has helped me to have an open mind and to be more proactive and aware of myself. The most important thing is to understand that we all are able and capable of achieving what we aim for."

Rafael Vega  
Sales Operations & PMO  
Avanade - Stockholm  
Alumni 2013

# Why choose CESINE?

YOUR GREAT SUCCESS STARTS HERE

At CESINE, you will not only study an international program, you will learn to see the world differently. By bringing people, cultures and ideas together, you will gain a transformative educational experience.



## PROFESSIONAL DEVELOPMENT

Get ready for a successful professional career from the first day. Our graduates are in full employment, working for relevant national and international companies. 93% of our students find a job with 6 months after their graduation.



## UNIQUE NETWORKING

The more than 2,500 agreements signed with companies and a teaching staff linked to the business world, give students the perfect connection between the academic and professional world.



## TEACHERS WHO INSPIRE

Our professors are professionals and executives of the highest level who transmit the most updated knowledge and adapted to the real world.



## CASE METHOD

You will learn with the methodology of the case, developed by Harvard Business School, in which through simulations, discussions and real cases of companies you will know how companies apply the theoretical principles and make successful decisions.



## GUARANTEED INTERNSHIPS

CESINE guarantees all its students internships in Spain and abroad, depending on the program they are studying.



## INTERNATIONAL EXPERIENCE

As an international student, studying in CESINE will allow you to acquire an international experience, beyond theory and share a classroom with students from over 20 different nationalities.



## PERSONAL ATTENTION

At CESINE we know your name. The student enjoys from the first day of class a personal, direct and permanent contact with the teachers.



## PRESTIGE

You will be trained in an academic institution recognized in international rankings and accredited by **QS Stars**, with the highest score in teaching staff, teaching methodology, international experience and facilities.

# Our history

RANKED AMONG THE BEST

CESINE is a private university institution of international character with 25 years of history and a benchmark in Spain for its excellence in highr education, as well as in learning technologies.

The presence of CESINE among the best positions in the international rankings reflects the commitment to excellence. Ranked third best university, out of forty Spanish universities, in the i2n ranking, issued by PwC and EF. In addition CESINE has obtained the highest score in teaching, employability, facilities and social commitment in the prestigious accreditation 'QS Stars'.



## 1993

### CESINE IS BORN

A private university institution of international character with an innovative learning philosophy and methodology that manages to break with the traditional model of university education where teachers that are active professionals from different sectors.

## 1995

### THE INTERNSHIP AND PROFESSIONAL CAREERS DEPARTMENT IS CREATED

It allows us to guarantee internship periods at national and international level for all our students and channel exclusive job offers for former students.

## 1998

### THE ENTREPRENEURSHIP FORUM IS CREATED

Driven by important companies in the financial sector, business angels, investors and banks, we created the Entrepreneurship Forum, to boost entrepreneurship among our students, getting more than 9,000 alumni to become entrepreneurs.

## 2001

### WE CREATE ONLINE METHODOLOGY AND E-LEARNING

A new teaching model is implemented that allows our students to combine their studies with their professional career. An innovative methodology 100% online.

## 2008

### THE DEPARTMENT OF INTERNATIONAL RELATIONS IS CREATED

The internationalization process begins, allowing 100% of our students to study in universities in Europe, America and Asia. In the same way it allows our students to live in our campus with students from more than twenty different countries.

## 2016

### CESINE AWARDS FOR THE BEST SOCIAL ADVERTISING CAMPAIGN ARE CREATED

CESINE creates the largest university advertising contest for social purposes. With an investment in media exceeding 30,000 € it gives visibility to an advertising campaign for social purposes.



## Experience the most influential semester of your life

Our undergraduate programs in Spain are anything but a typical college experience. They are an active and engaging immersion into the study area of your choice. Taking advantage of the exceptional resources of CESINE Design & Business School and with the guidance of dedicated faculty members, students from colleges and universities around the world working alongside each other in premier study programs; featuring internships in leading multinational companies, as well as lectures, conferences and presentations given by global experts.

BEING DIFFERENT MAKES US UNIQUE

# International Perspective

In CESINE you will define your own path to become a leader. You will study in an international and collaborative learning environment where you will learn to see the world from a global perspective.

You will have the opportunity to explore new business cultures and master new techniques and share classroom with students from over 20 different countries.



## SOME OF THE UNIVERSITIES THAT WE HAVE AGREEMENTS WITH

- ALGOMA University
- Alphe Adria Universitat
- American University
- Amsterdam School Int. Business
- Athlone Institute of Technology
- Audencia Nantes School of Management
- AVANS University
- Bamberg University
- Bezalel Academy of Arts and Design
- Cardiff Metropolitan University
- Chestnut Hill College
- Danish School of Media & Journalism
- Dublin Business School
- EBC
- EDC School of Management
- Emily Carr University
- EPHEC
- Euroakademie
- Fanshawe College
- FH Wien University
- FONTYS University
- GEA College
- IDRAC Business School
- JAMK University
- KEA Design University
- KEDGE Business School
- Kookmin University
- Kozmisky University
- Kristianstad University
- London Metropolitan University
- NABA
- Nankai University
- National Central University
- New Jersey Institute of Technology
- Osaka International University
- Politecnico Gran Colombiano
- Saint Lawrence College
- Sejong University
- Sport Management School
- Thomas Moore University
- Udayana University
- UNIS Centro Universitario
- Universidad de Mendoza
- Universidad de Monterrey
- Universidad del Desarrollo
- Universidad Latina de Costa Rica
- Universidad Marista Merida
- Universidad Nacional de las Artes
- Università degli Studi di Verona
- University College of Southeast Norway
- University of Saskatchewan
- University of the Ozarks
- Vancouver Island University
- VIVES University
- Wakaito Institute of Technology



## International experience in Spain

As a student at CESINE, you will live in a multicultural environment, surrounded by national and international students from over twenty different countries, who will bring you diversity of perspectives and experiences, in a modern and cosmopolitan city, with a wide cultural and leisure offer that will allow you to live a unique university experience.

You will have the opportunity to explore an exciting and spectacular city famous for its beaches, picturesque landscapes, surfing and skiing tradition.

Santander is located in the north of Spain and it is considered as an academic and tourist enclave, with about 200,000 inhabitants. A safe city, with thousands of university students and with one of the most beautiful bays in the world. The perfect balance of leisure and multiculturalism.

Each year, CESINE welcomes students from all over the world. You will share campus, classroom, and collaborate on projects with passionate, curious and determined students, with an open mind, creative and with a strong entrepreneurial spirit.

Life on campus extends well beyond the classroom. From inspiring conferences to surf classes at the Sardinero beach.

CESINE students not only have an academic talent, but they are also enthusiastic on the pitch, on the tracks and beyond. If you are a competitive athlete or if you just like to practice sport for fun, you will find your place and support in the campus.

Thanks to being located in a tourist enclave, we have direct flights to many cities such as Barcelona, Madrid, Seville, Brussels, Milan, Ibiza, Budapest, Warsaw, Paris, Dublin, Frankfurt, Marrakech, Berlin, Rome or London among others, which will allow you to travel to your hometown or even discover other cities and cultures during your stay.



"Santander, is one of the best places for surfing in Spain."

Jess Danielle Husson  
Vancouver Island University,  
Canada



"CESINE has given me many things: friends, ambition and knowledge"

Elisabet Das Neves  
PSB Business School  
France

# Gain experience and valuable networking through internships

Your internship search process begins before you arrive on campus.



You will be able to implement the skills acquired while working in some of the most important organizations in the world, which will provide professional networking with a unique value and will allow you to finish your university degree with valuable practical experience, up to 2,500 hours of work experience in different companies and organizations

Santander, Madrid, Barcelona, Paris, London, Toronto, Boston, New York, or San Francisco are just some of the cities where you will have the opportunity to do your internships.

Cesine has signed agreements with more than 2,500 companies, it has managed over 16,500 internships of students from different undergraduate and graduate programs and around 2,900 job offers.

"You will acquire skills and competences, as well as professional networking with a unique value"

**Claudia Casado**  
Customer Experience Manager  
at Media Markt  
Alumni 2015

Put into practice all the knowledge acquired in the classroom, in a real context, joining in some of the main national and international companies, to take your professional future to another level.

Our Department of Internships and Professional Careers will help you find the area that best suits your profile and your needs such as financial departments, consulting, creativity, design, layout, marketing, etc. CESINE has one of the largest networks of national and international internships, with more than 1.000 calls each year.

"I started my internship in a well known advertising agency while studying at CESINE, and before finishing, I had already been hired"

**Javier Merino**  
Head of Communication and Marketing  
Strategies at Alpe Comunicación  
Alumni 2017



"CESINE gave me the opportunity to develop in a business and multicultural environment such as UNESCO."

**Meritxell Balbás**  
UNESCO Intern  
Alumni 2013

"The internships provided by CESINE have been my great opportunity to work in a multinational company."

**Mattias Rotweiler**  
Tekka Group Intern  
Alumni 2016





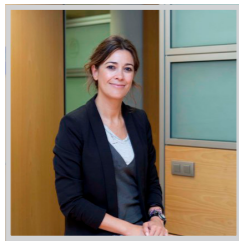
# Faculty who inspire

The members of our faculty are more than professors. They are mentors who give you their support and with whom you will establish ties that will last for years. They are professionals recognized for their extensive career and academic experience.



**Miguel Pomposo**  
Associate Director  
Rewards & Recognition in  
Coca-Cola

"I always address students as future managers, so that they become accustomed to respond to changes, make decisions and be consistent."



**Virginia Matesanz**  
Marketing Director at  
Grupo EROSKI

"All students and teachers know each other and that is very important for learning and networking."



**Charo Izquierdo**  
Director of the Mercedes-Benz Fashion Week Madrid

"I always tell my students that we have to leave the comfort zone. If they keep doing the same thing, they will not be able to stand out and they will be one more."



**Fernando Martínez**  
CEO of CIC Consulting

"All teachers provide the students with the most up-to-date knowledge and we place great emphasis on the development of the skills most in demand in the labor market."



**Antonio Lamadrid**  
Former Director of Marketing at BIMBO,  
CEO of Avance Consulting

"Teachers not only explain theory, but they also transmit concepts through their application in real situations."

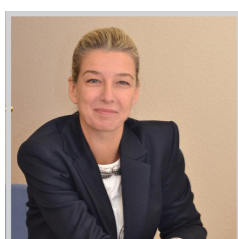
In CESINE you will enjoy from the first day of class a personal, direct and permanent contact with the teachers. The small class groups will allow you to share your academic and personal concerns with the teachers, which will facilitate your academic performance to the maximum.

The success of CESINE lies, to a great extent, in the balance between the academic and professional activity of the teaching team, made up of professionals and executives of the highest level in the fields of business, consulting, design, creativity and research, capable of transmitting to the students the most solid academic foundations, in addition to an updated and practical knowledge based on daily experience.



**Jorge de Benito**  
Entrepreneur and Manager  
in several companies and  
associations

"My classes become a real work scenario where the students are the protagonists."



**Lola Rama**  
Expert in creative  
direction, brand  
management  
and strategy

"Each of my students is an example of success. I love being an active part of their learning process and helping them to lay the foundations of their future."



**Emilio Placer**  
Head of Gas Global  
Network Technology at  
BOSCH-SIEMENS

"My professional experience allows me to approach the classes from a very practical point of view, teaching the students the most important thing: applying theory to practice."



**Noelia del Corral**  
Responsible for Imports  
and Logistics  
in Bathco

"In my classes I convey my own experiences to the students and apply the tools that I apply in my day to day. We always work on practical cases and use a real language"



**Aníbal de la Fuente**  
Creative Director  
of Planilandia  
Communication Agency

"In my classes I focus on very practical and current aspects, transmitting to my students the true vision of creativity and advertising agencies."



**Odette Álvarez**  
Fashion designer and  
creator of the firm Tete by  
Odette

"I enjoy very much each of my classes and I love seeing how students evolve and being part of it."



**Ignacio Abaitua**  
European Project Manager  
in Soderean

"All have internalized that nothing is spontaneous and that every success requires training and has hard work behind."



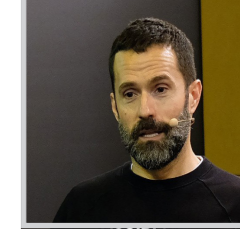
**Cristina Cano**  
CEO in Táctica Financiera

"The students have a great networking opportunity. The relationships in the business world are based on trust and they are very important to achieve success."



**Mer Guevara**  
Art Director. Founder  
Ocean Graphic

"In my classes, I convey my own experiences to the students and they all have internalized that in order to achieve success, they have to work hard and work hard "



**Paco Adín**  
Creative director and  
Cofunder of Supperstudio

"I try to make my students to differentiate themselves, to develop audacity, and I always transmit energy to them to tackle any project that we are seeing in class."

# Your learning extends far beyond the classroom

Prepare to be inspired by the experience of the best. Are you curious to know what distinguishes the most important leaders from other people? Would you like to know how they came to occupy those positions? Do you want to know their opinion about the problems that the next generation of leaders will face? This is usually the type of questions to which our invited speakers respond.

## Learn from the most influential people

As a student at CESINE, you will have the opportunity to listen to great speakers.

From executives from large corporations to renowned designers who bring their vision and experience to our students. Innovative conferences, with a practical application, where you can learn and be inspired.

"The opportunity that CESINE students have to listen to speakers like me is unique. I have transmitted my more than 30 years of experience as a manager and I have tried to inspire them, as I would have liked to be inspired when I was studying"



**Luis Bassat**  
Advertiser and businessman internationally recognized

## Some of our last speakers

- Javier Sánchez Lamelas, Coca-Cola Vice President of Worldwide Marketing
- Eva Ivars, CEO of Alain Afflelou in Spain
- Javier Fernández, International Marketing Director of El Corte Inglés
- Berta Escudero, CEO of El Ganso
- Susana Voces, eBay CEO
- Lupina Iturriaga, CEO of Fintonic
- Charo Izquierdo, Director of the Mercedes - Benz Fashion Week Madrid
- Miguel Justribó, Vice President of Grupo Telepizza
- Isabel Aguilera, Former President of Google Spain
- Maria Luisa Chacón, Communication Director for Spain and Portugal of P & G
- Beatriz Oficialdegui, Director of Marketing at Destinia
- Javier Sánchez Ciudad, Marketing Director at Perfumes Loewe
- Elena Alti, Director of Digital Marketing at Banco Santander
- Pedro Sousa, Marketing Director at Easy Jet



Javier Fernández, International Marketing Director, El Corte Inglés



Miguel Justribó, Vice President of Grupo Telepizza



Susana Voces, eBay CEO



Javier Sánchez Lamelas, Coca-Cola Vice President of Worldwide Marketing



Charo Izquierdo, Director of the Mercedes - Benz Fashion Week Madrid



Pedro Sousa, Marketing Director at Easy Jet



Isabel Aguilera, former President of Google Spain



Eva Ivars, CEO of Alain Afflelou in Spain



Javier Sánchez Ciudad, Marketing Director at Perfumes Loewe



Work, study and learn how business, communication and the fashion industry are managed in Europe and Latin America.

INTERNATIONAL PROGRAMS / UNDERGRADUATE

Our undergraduate programs are specifically designed to be unlike any other semester in your college career. Lecturers with extensive professional experience in their fields make use of both their contacts and the exceptional resources at their disposal in order to provide you with a 360-degree, global perspective of your chosen area of study.

Marvin Krause  
Fontys University, Netherlands  
Alumni 2015

“CESINE is one of the best universities in Spain, so I decided to study here.”

# International Internship Certificate

The program strives to obtain the following student results:

- ▶ Identifying the opportunities and challenges that European and Spanish companies face in emerging markets.
- ▶ Understanding and analyzing business management in the Hispanic markets.
- ▶ Use of Spanish as a second or third language when communicating with customers and its function in an international industry.

Intakes: *Fall (September)  
Spring (January)  
Summer (June)*

Number of credits: *30 ECTS*

Language of instruction: *English (Minimum level B2)*

Location: *Spain and/or other country from EU, North America or Asia*

# Certificate in Business Spanish

The program strives to obtain the following student results:

- ▶ Use of Spanish as a second or third language when communicating with customers and its function in an international industry.
- ▶ Understanding and analyzing business management in the Hispanic markets.
- ▶ Developing a range of communication skills in order to survive and prosper in the business world.
- ▶ To evaluate student capacity when applying the principles learned in this program in a simulated environment.

Intakes: *Fall (September)  
Spring (January)*

Number of credits: *30 ECTS*

Language of instruction: *Spanish (Minimum level A2)*

Location: *Santander*

Internships: *Optional in Spain and/or other country from EU, North America or Asia*

# Certificate in Business English

The program strives to obtain the following student results:

- ▶ Use of English as a second or third language when communicating with customers and its function in an international industry.
- ▶ Understanding and analyzing business management in the international markets.
- ▶ Developing a range of communication skills in order to survive and prosper in the business world.
- ▶ To evaluate student capacity when applying the principles learned in this program in a simulated environment.

Intakes: *Fall (September)  
Spring (January)*

Number of credits: *30 ECTS*

Language of instruction: *English (Minimum level B1)*

Location: *Santander*

Internships: *Optional in Spain and/or other country from EU, North America or Asia*

# Certificate in International Business Management

The program strives to obtain the following student results:

- ▶ Identifying the opportunities and challenges that European, Spanish and Latin American companies face in emerging markets.
- ▶ Understanding and analyzing business management in the Spanish markets.
- ▶ To evaluate student capacity when applying the principles learned in this program in a simulated environment.
- ▶ Use a range of business communication skills in order to survive and prosper in the business world.
- ▶ Knowing and understanding the different feedback and coaching models in Spanish firms.
- ▶ Use of Spanish as a second language when communicating with customers and its function in an international industry. Mastery of technical English in managerial skills.

Intakes: *Fall (September)  
Spring (January)*

Number of credits: *30 ECTS*

Language of instruction: *English (Minimum level B2)*

Location: *Santander*

Internships: *Optional in Spain and/or other country from EU, North America or Asia*

# Certificate in Digital Marketing

The program strives to obtain the following student results:

- ▶ Identifying the opportunities and challenges that Social Media face in emerging markets.
- ▶ Understanding the processes related to the marketing function and communication on the Internet, from a strategic and operative point of view
- ▶ Applying techniques, methods and tools to allow efficient management on social media.
- ▶ Identifying the latest trends in social media management.
- ▶ Developing a range of communication skills in order to survive and prosper in the business world.

Intakes:	Fall (September) Spring (January)
Number of credits:	30 ECTS
Language of instruction:	English (Minimum level B2)
Location:	Santander
Internships:	Optional in Spain and/ or other country from EU, North America or Asia

# Certificate in Fashion Marketing

The program strives to obtain the following student results:

- ▶ Analyzing the elements of the marketing mix in the fashion industry.
- ▶ To evaluate student capacity when applying the principles learned in this program in a simulated environment.
- ▶ Developing interdisciplinarity through the application of an active methodology in an environment of creative coexistence, stimulating intellect and innovation, together with a sense of aesthetics, in the field of professional fashion.
- ▶ Planning, optimisation and design of fashion events, providing creative guidelines for coordinating work teams and planning the stages of preparation for a fashion parade or event.
- ▶ Understanding the different marketing strategies in the European and Latin American markets.
- ▶ Developing a range of communication skills in order to survive and prosper in the business world.

Intakes:	Fall (September) Spring (January)
Number of credits:	30 ECTS
Language of instruction:	English (Minimum level B2)
Location:	Santander
Internships:	Optional in Spain and/ or other country from EU, North America or Asia

# Certificate in Fashion Design

The program strives to obtain the following student results:

- ▶ Developing interdisciplinarity through the application of an active methodology in an environment of creative coexistence, stimulating intellect and innovation, together with a sense of aesthetics, in the field of professional fashion.
- ▶ Identifying employment opportunities and the qualifications in the fashion industry.
- ▶ Analysis of the consumer behaviour and market trends in the fashion industry.
- ▶ Analysis of the most important current fashion design trends, implementing product improvement ideas in the sector.
- ▶ Understanding the different production and sale strategies in the fashion environment.
- ▶ Developing a series of communication skills in order to be successful in the defense of portfolios and attracting possible investors for the development

Intakes:	Fall (September) Spring (January)
Number of credits:	30 ECTS
Language of instruction:	English (Minimum level B2)
Location:	Santander
Internships:	Optional in Spain and/ or other country from EU, North America or Asia

# Certificate in Visual Communication

The program strives to obtain the following student results:

- ▶ Developing the creativity of students in order to improve their skills as professionals of commercial conception.
- ▶ Analyzing the most important current trends of corporate and advertising design, implementing product improvement ideas in the sector.
- ▶ Understanding the different visual communication strategies and the flow of ideas in the field of design.
- ▶ Developing the necessary communication skills to be successful in the defense of ideas, products and portfolios in order to increase their likelihood of success.
- ▶ To evaluate student capacity when applying the principles learned in this program in a simulated environment.

Intakes:	Fall (September) Spring (January)
Number of credits:	30 ECTS
Language of instruction:	English (Minimum level B2)
Location:	Santander
Internships:	Included in Spain and/ or other country from EU, North America or Asia

# Certificate in International Marketing

The program strives to obtain the following student results:

- ▶ Analyzing the elements of the marketing mix in the international context.
- ▶ Understanding the different marketing strategies in the European and Latin American markets.
- ▶ Application of the principles learned in this program in a simulated environment.
- ▶ Using a range of business communication skills in order to survive and prosper in the business world.
- ▶ Knowledge and understanding of the different management skills used in Spanish companies.
- ▶ Use of Spanish as a second language when communicating with customers and its function in an international environment.
- ▶ Mastery of technical English in managerial skills.

Intakes:	Fall (September) Spring (January)
Number of credits:	60 ECTS
Language of instruction:	English (Minimum level B2)
Location:	Santander
Internships:	Included in Spain and/ or other country from EU, North America or Asia

# Top Up Degree: Bachelor in International Business

The program strives to obtain the following student results:

- ▶ Specific training in business internationalization.
- ▶ Learning to negotiate in the Spanish and Latin American market.
- ▶ Training in managerial skills.
- ▶ Thoroughness in carrying out business plans.
- ▶ IT training.
- ▶ Thorough development of communication, negotiation and leadership skills.
- ▶ Knowledge and understanding of the different feedback and coaching models in Spanish firms
- ▶ Learning of languages and perfecting of fluency.

Intakes:	Fall (September) Spring (January)
Number of credits:	60 ECTS
Language of instruction:	English (Minimum level B2)
Location:	Santander
Internships:	Included in Spain and/ or other country from EU, North America or Asia

# Certificate in Global Business Environment

The program strives to obtain the following student results:

- ▶ Providing a global overview of internationalisation in companies in Spain, Europe and Latin America from a management perspective.
- ▶ Exploring the international marketing field and develop a marketing plan to suit a range of market situations.
- ▶ Identifying the opportunities and challenges that European and Spanish companies face in emerging markets.
- ▶ Understanding and analyzing business management in the Hispanic markets.
- ▶ Application of the principles learned in the programme in a simulated environment.
- ▶ Using a range of business communication skills in order to survive and prosper in the business world.
- ▶ Learning and understanding the different feedback and coaching models employed in Spanish companies and compare them with those used in the rest of the world
- ▶ Use of Spanish as a second or third language when communicating with customers and its function in an international industry.

Intakes:	Fall (September) Spring (January)
Number of credits:	60 ECTS
Language of instruction:	English (Minimum level B2)
Location:	Santander
Internships:	Included in Spain and/ or other country from EU, North America or Asia

# Top UP Degree: Bachelor in Advertising, Marketing Communications & Public Relations

The program strives to obtain the following student results:

- ▶ Specific training in international marketing.
- ▶ Thoroughness in carrying out Marketing plans.
- ▶ Event Management training.
- ▶ Learning to negotiate in the Spanish and Latin American market.
- ▶ Training in managerial skills.
- ▶ Thorough development of communication, negotiation and leadership skills.
- ▶ Knowledge and understanding of the different advertising strategies in Spain, Latin America and Southern Europe.
- ▶ Learning of languages and improvement of fluency.

Intakes:	Fall (September) Spring (January)
Number of credits:	60 ECTS
Language of instruction:	English (Minimum level B2)
Location:	Santander
Internships:	Included in Spain and/ or other country from EU, North America or Asia

# Welcome home

Living abroad will be an experience that will help you mature and grow as a person. Santander is a safe and pleasant place. A city not big enough to get lost, but with a great leisure and cultural offer, that will soon make you feel at home.

Find the accommodation that best adapts to you and your needs. Our student accommodation is located in a unique and privileged environment, with spectacular views of the Bay of Santander. It has the most modern facilities and its just a few minutes walk from our university campus, the Sardinero beaches and the city center.



## Types of accommodation

### Double room

All shared rooms are en-suite and fully equipped with comfortable beds, desks, and storage space. You can have meals or cook individually or with friends. They include weekly cleaning service.

This type of room is the most recommended, since it facilitates the integration of first-year students and avoids risks of exclusion. Thanks to an analysis of personality we seek affinities between them to accommodate them with whom they share tastes and hobbies.

### Single room

If you are looking to have your own bedroom, we have a limited number of single rooms available. They have study space, desk and chair, a private bathroom and storage space.

It includes weekly cleaning service, as well as bed linen upon arrival, pillow, set of sheets, blankets and towel set.

### Shared apartment

If you are looking for an extra independence, we have shared apartments for students. All of them completely renovated with the maximum comfort. They have study spaces, desks, bathroom and storage spaces, living room with television, high speed internet, kitchen with dining room, etc.

It includes weekly cleaning service, as well as bed linen upon arrival, pillow, set of sheets, blankets and towel set.

## Facilities

- High speed internet access
- Housekeeping Laundry service (optional)
- Food service (optional)
- Security
- Study rooms
- Access to common areas
- Outdoor spaces

### Other programs offered by CESINE :

- Bachelor Hons. in International Business Management
- Bachelor Hons. in Advertising, Marketing Communications & Public Relations
- Bachelor Hons. in Journalism
- Bachelor Hons. in Fashion Design
- Bachelor Hons. in Graphic Design
- Bachelor Hons. in Interior Design
- Double Master Degree in Media & Marketing Communication
- Double Master Degree in Sport Management & MBA International Marketing
- Language Courses
- Summer Programs



María Martín  
Graduation Ceremony 2017  
university promotion XXI





Campus CESINE

C/ Simón Cabarga, nº 6, 39006 - Santander, Cantabria, Spain

[info@cesine.com](mailto:info@cesine.com) - (+34) 942 281858

[www.cesine.com/en](http://www.cesine.com/en)