

# cesine

Escuela Universitaria de Negocios,  
Comunicación & Diseño

## TopUp 2022/2023

The key to success in today's world is to understand different cultures and globalization.



## ACADEMIC OFFER



# Top Up Degree

Broaden your professional horizons by studying a Bachelor's Degree in just one academic year with the possibility of doing internships in Spain and other countries in Europe and America.

- Top Up Degree:  
Bachelor International Business
- Top Up Degree:  
Bachelor in Marketing, Advertising,  
Communications & Public Relations
- Top Up Degree:  
Bachelor in Sports Management  
(Surf, Sail & Golf Industries)
- Top UP Degree:  
Bachelor in Hospitality & Travel Management

6.300€

## +Info

**Admission:** Fall / Spring

**Duration:** 1 year

**Entry requirements:**

- 120 ECTS
- Letter of recommendation + CV
- English level 6.0 IELTS / 5.5 subcategories

# Top Up Degree



Expand your professional horizons studying a bachelor's degree in just one academic year with possibility of internships in Spain and other countries in Europe and America.

## Top Up Degree: Bachelor International Business

### **MC6005 Customer Relationship Management (30 UK credits)**

- Digital Marketing
- Serving Consumers in Global Markets

### **MN6003 Strategy: Choices and Change (30 UK credits)**

- Strategic Management
- Management Skills

### **MN6061 Business Without Frontiers (15 UK credits)**

- International Commerce

### **MN6P00 Management Investigations and Dissertation (30 UK credits)**

- Dissertation International Business

### **MN6W50 Creating a Winning Business 2 (15 UK credits)**

- Business Creation Project

## +Info

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

**Number of credits:** 60 ECTS

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

**Location:** Santander

**Possible/Optional**

**Internships:** Included in Spain  
and other EU countries

# Top Up Degree



Expand your professional horizons studying a bachelor's degree in just one academic year with possibility of internships in Spain and other countries in Europe and America.

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

### **SM6004 Social Media Entrepreneurship (30 UK credits)**

- Social Media Management
- Digital Marketing

### **MC6P09 Marketing & Communications Project (30 UK credits)**

- Dissertation Advertising & Marketing

### **MC6011 Corporate Communications (30 UK credits)**

- Strategic Management
- Business Creation Project

### **MN6060 Public relations in practice (15 UK credits)**

- Public Relations in Practice

### **MC6052 Creative Advertising and Copywriting (15 UK credits) - OPTIONAL**

- Creative Advertising & Copywriting / Audiovisual technology and communications

### **MN6055 Managing corporate reputation (15 UK credits) - OPTIONAL**

- Corporate Reputation Management

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# Top Up Degree



Expand your professional horizons studying a bachelor's degree in just one academic year with possibility of internships in Spain and other countries in Europe and America.

## Top Up Degree: Bachelor in Sports Management (Surf, Sail & Golf Industries)

### **MN6003 Strategy: Choices and Change (30 UK credits)**

- Strategic Management
- Management Skills

### **LT6P26 - Research Methods for Dissertations and Consultancy Projects (30 UK credits)**

- Dissertation

### **MN6055 Managing corporate reputation (15 UK credits)**

- Corporate Reputation in Sport Management

### **LT6029 Sports for development (30 UK credits)**

- Sports for development

### **MN6W55 - Learning through Work 2 (15 UK credits) - OPTIONAL**

- Internships

### **MN6W50 Creating a Winning Business 2 (15 UK credits) - OPTIONAL**

- Business Creation Project

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# Top Up Degree



Expand your professional horizons studying a bachelor's degree in just one academic year with possibility of internships in Spain and other countries in Europe and America.

## Top UP Degree: Bachelor in Hospitality & Travel Management

### **LT6P26 - Research Methods for Dissertations and Consultancy Projects (30 UK credits)**

- Dissertation

### **MC 6005 Customer Relationship Management (30 UK credits)**

- Digital Marketing
- Serving Consumers in Global Markets

### **MN6W50 Creating a Winning Business 2 (15 UK credits)**

- Business Creation Project

### **LT6020 - Destination management and marketing (30 UK credits)**

- Marketing & Strategy for Tourism
- Social media marketing

### **MN6W55 - Learning through Work 2 (15 UK credits)**

- Internships

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Your great success starts  
here

# Why choose CESINE?

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.

