

# cesine

Escuela Universitaria de Negocios,  
Comunicación & Diseño

## CESINE & SANTANDER

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





# OUR INSTITUTION

DESIGN & ART  
SCHOOL

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BUSINESS &  
COMMUNICATIONS  
SCHOOL



# Study in Santander in an international environment.

CESINE Design & Business School has over 80 different partners around the globe that makes us the most internationalised university in Northern Spain.

Students from many countries are present in our Campus:

South Korea, Vietnam, Italy, Netherlands, Poland, Norway, Denmark, Finland, Germany, France, Austria, Dominican Republic, Brazil, Mexico, USA, Colombia, Chile, Argentina and many more!



# 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.*

**Efficiency: 150  
active teachers in  
the business world**





Being different makes us unique

# Your learning extends far beyond the classroom

**Javier Sánchez Lamelas,**

*Coca-Cola Vice President of Worldwide Marketing*



**Charo Izquierdo,**

*Director of the Mercedes-Benz Fashion Week Madrid*



**Elena Alti,**

*Digital Marketing Director at Banco Santander*



**Eva Ivars,**

*CEO of Alain Afflelou in Spain*

**ALAINAFFLELOU**

**Isabel Aguilera,**

*Former President of Google Spain*



**Pedro Sousa,**

*Marketing Director at Easy Jet*

**easyJet**

**Susana Voces,**

*eBay CEO*



**Maria Luisa Chacón,**

*Communication Director for Spain and Portugal of P&G*



**Javier Martos,**

*Executive Director of UNICEF*



## 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

## +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

## +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 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

## +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 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

## +Info

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

**Number of credits:** 60 ECTS

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

**Location:** Santander

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

# Certificate in International Business

New challenges in managing an international business

- ☛ Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

The courses taught focus on:

- How to develop an international Strategy
- Access and barriers while developing an international business
- The characteristics of the markets and the interactions withing the countries
- Trade agreements and regulations in the international trade
- How to compete in an international market

## +Info

Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended

# Certificate in International Business

New challenges in managing an international business

- Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

## FALL SEMESTER

- International commerce
- Organisational behaviour
- Strategic management
- European & Global business perspective
- Optional courses for 7,5 ECTS

## SPRING SEMESTER

- International organizations and regulations
- Serving customers in global markets
- Management skills
- European & Global business perspective
- Optional courses for 7,5 ECTS

## +Info

### Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended

# Certificate in Digital Marketing

Boost your digital skills

- ☛ Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

The courses focus on:

- New digital consumer behavior and how marketing looks different in the social-digital age
- The importance of content marketing and the metrics used for its measurement
- Search engines and how they are central to digital marketing success
- Strategies that convert
- Leverage social networks for mobile advertising
- Build advocacy across social networks
- Develop the entrepreneurial spirit

## +Info

Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended



# Certificate in Digital Marketing

Boost your digital skills

- Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

## FALL SEMESTER

- Digital Marketing
- Social Media Marketing
- Strategic Management
- Creating a winning business
- Optional courses for 7,5 ECTS

## SPRING SEMESTER

- Digital Marketing
- Social Media Marketing
- Marketing plan
- Creating a winning business
- Optional courses for 7,5 ECTS

## +Info

### Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended

# Certificate in Marketing Management

Strategical and up-to-date trends in Marketing

- Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

The courses focus on:

- Fundamentals of marketing
- How to take an advantage of your resources
- How to investigate your market and make the right decisions
- Strategies to boost your company
- Digital trends in the area of marketing

## +Info

Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended

# Certificate in Marketing Management

Strategical and up-to-date trends in Marketing

- Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

## FALL SEMESTER

- Marketing fundamentals
- Marketing research
- Strategic management
- Digital marketing
- Optional courses for 7,5 ECTS

## SPRING SEMESTER

- Theory and practice of communications
- Digital marketing
- Marketing research
- Marketing Plan
- Optional courses for 7,5 ECTS

## +Info

Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended

# Certificate in Business Management

Management Skills and entrepreneurial spirit

- ☛ Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

The courses focus on:

- How to be a leader
- Organizational and human resources factors which influence the business changes
- How to create a business in the digital era
- The most accurate strategies based on a deep analysis of your company and market
- How to expand your business in the global economy

## +Info

Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended

# Certificate in Business Management

Management Skills and entrepreneurial spirit

- Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

## FALL SEMESTER

- Creating a winning business
- Organisational Behaviour
- Strategic management
- International commerce
- Optional courses for 7,5 ECTS

## SPRING SEMESTER

- Creating a winning business
- Consumer Behaviour
- Management Skills
- International organisations and regulations
- Optional courses for 7,5 ECTS

## +Info

Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended



# Certificate in Audiovisual Marketing

Digital and audiovisual communications

- ☛ Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

The courses focus on:

- Audiovisual projects to attract and boost your brand
- Combine the digital tools with fundamental theories that will leap into the reality of a good strategical plans
- New digital consumer behavior and how marketing looks different in the social-digital age
- The importance of content marketing and the metrics used for its measurement
- Search engines and how they are central to digital marketing success
- Strategies that convert

## +Info

Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended

# Certificate in Audiovisual Marketing

Digital and audiovisual communications

- ☒ Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

## FALL SEMESTER

- Marketing fundamentals
- Digital Marketing
- Audiovisual technology and communications
- Social Media Marketing
- Optional courses for 7,5 ECTS

## SPRING SEMESTER

- Marketing plan
- Digital Marketing
- Audiovisual technology and communications
- Social Media Marketing
- Optional courses for 7,5 ECTS

## +Info

Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended

# Certificate in Visual communications Marketing

Design and advertising

- ☛ Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

## FALL SEMESTER

- Corporate identity\*
- Editorial design\*
- Photo (OPTIONALS)\*
- Typography (OPTIONALS)\*
- How to make a video ad.\*
- Social media management

Optional: Business Spanish

## SPRING SEMESTER

- Corporate identity\*
- Editorial design\*
- Photo (OPTIONALS)\*
- Typography (OPTIONALS)\*
- How to make a video ad.\*
- Theories of communication

Optional: Business Spanish

*\*Classes in Spanish with an English friendly mode*

## +Info

Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended

# Certificate in Fashion Marketing

Fashion management

- ☾ Credits: 30 – 37,5 ECTS credits that will award a Certificate diploma at the end of the semester

## FALL SEMESTER

- Materials, textiles\*
- Projects of developing a fashion collection\*
- Pattern making (OPTIONALS)\*
- Haute couture (OPTIONALS)\*
- Organisational behaviour
- Market research

Optional: Business Spanish

## SPRING SEMESTER

- Materials, textiles\*
- Projects of developing a fashion collection\*
- Pattern making (OPTIONALS)\*
- Haute couture (OPTIONALS)\*
- Marketing plan
- Consumer behaviour

Optional: Business Spanish

*\*Classes in Spanish with an English friendly mode*

## +Info

Entry requirements:

- Previous university studies
- Letter of recommendation + CV
- English level B2 or equivalent recommended



# Being different makes us unique

Santander, the best place for an international experience

You will live in a multicultural environment, surrounded by students from more than twenty different countries that will give you diversity of perspectives and experiences.







**“Santander is one of the best places for surfing in Spain”**

*Jess Danielle Husson  
Nanaimo, British Columbia,  
Canada*



**“It was a complicated decision but now I can say that I was not mistaken. It has been an amazing experience!”**

*Hugo Vicard. Lyon, France*

# HOUSING

## Where to live in Santander

There are many possibilities to find a place to live in Santander. You can stay in a residence or share a flat with other students (Spanish or International).

The International Department assists you before your arrival to help you find a place (List of residences nearby, list of private owners with available flats, etc.).

- Student Residences
- Private Rooms





# LIFE IN SANTANDER

## WHAT TO DO

### Cultural activities

- Centro Botín
- Palacio de la Magdalena
- Palacio de Festivales

### Sports

- 1 Ski resort
- 10 Golf clubs
- Many Surf Schools

### Nature

- 13 beaches
- Natural parks

### Visit Spain

- Madrid, Barcelona, Bilbao, etc.

## Santander & Cantabria



LIFE IN SANTANDER

# Average expenses & groceries



## Best affordable supermarkets:

- Mercadona
- Lupa
- Carrefour



## Expenses:

- Loaf of bread: 0,80 €
- Fruits/Veggies (1 kg): 2 €
- Milk (1 L): 0,90 €
- Beer: 1–3 €
- Groceries: 25-35 €/week



## Menus:



- Lunch Menu: 10–20 €
- Dinner Menu: 15–30 €
- Tapas Bar: 5-10 €

## Cost of living:



- Housing: between 350€ and 600 €
- Transport: 1,30€ per trip
- Meal: 5-15€
- Average monthly (without rent): 200-400€



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.



# cesine

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Comunicación & Diseño

## SOCIAL MEDIA



@cesine\_universidad



@cesine-centro-universitario



@Cesine.Centro.Universitario



@CesineCUniversitario



@Canal\_CESINE