Barcelona Marketing and Business Models

University of Barcelona

University of Barcelona is the top and most innovative university in Spain. According to the Academic Ranking of World Universities 2018 and Reuters Top 100.

July 15th-19th, 2019

Scholarships available for Master and PhD students

3 ECTS certificate

Applications open until June 30th, 2019
The Barcelona Marketing and Business Models programme is aimed at professionals, managers, lecturers, researchers and students interested in the latest topics in marketing and business models.

Academic Coordinators: Agustí Casas and Jaume Valls

This intensive programme has the aim to achieve the following objectives:

TO EXAMINE
the latest topics and challenges in the discipline of marketing, which is undergoing extensive changes with the widespread adoption of new technologies.

TO PROVIDE
aspiring marketing executives with a general understanding of the transformational trends and experiences that are shaping current business structures.

TO SUPPORT
participants with the tools and guidelines to build solutions that are compatible with the current technology scenario.

TO ANALYSE
the emergence of new business models, taking advantage of the various resources available in Barcelona, a city renowned for its creativity and ability to attract talent.

Topics
The Barcelona Marketing and Business Models programme will address the following topics:

Exploring new marketing approaches and strategies
Rethinking Business Models
Experiences and marketing strategies
Innovation, marketing and digital Economy
Interdisciplinaries and other creative connections

The programme includes cultural activities such as a guided tour around Barcelona, a visit to the Chocolate Museum, the Roca Barcelona Gallery, the Hospital de Sant Pau (World Heritage Site by UNESCO), and the Historic Building of the University of Barcelona.

Lecturers
The Summer School faculty members are innovative and have in-depth understanding of current marketing practices. Professionals from leading companies and institutions as well as academic researchers specialised in the area will share their experiences and facilitate the link between theory and practice.

Tuition Fees
General fee  Student fee
890 eur  790 eur

Applications are open until June 30th 2019 or until the course is full. Only candidates applying before May 31st 2019 will be considered for a scholarship.