



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL



Barcelona Marketing and Business Models



University of Barcelona

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

Latest trends in Marketing

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.

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ub.edu/business-school/summer-school-bmbm/

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.