



Universidad
Europea

A background graphic featuring a grid of light blue squares. Overlaid on this grid is a large, stylized number '4' in a dark teal color. The number is composed of several rectangular segments, some of which are slightly offset, creating a 3D or layered effect.

Bachelor's Degrees

**Bachelor's
Degree in
Marketing**

Go beyond

Why did you decide to go to University?

In order to prepare yourself for what comes next, the future.
And the future is the real world.

At Universidad Europea, we focus on the **professional** that you want to be and on providing you with a **practical training** that enables you to work on your future from day one.

We call for your own **progress and development**, for you to go beyond, offering you the help you need but never forgetting that you are in the driving seat.

This makes Universidad Europea **more than just a university**.
And you **more than just a student**.

Go beyond



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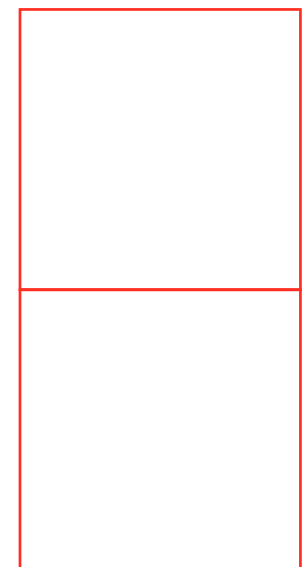
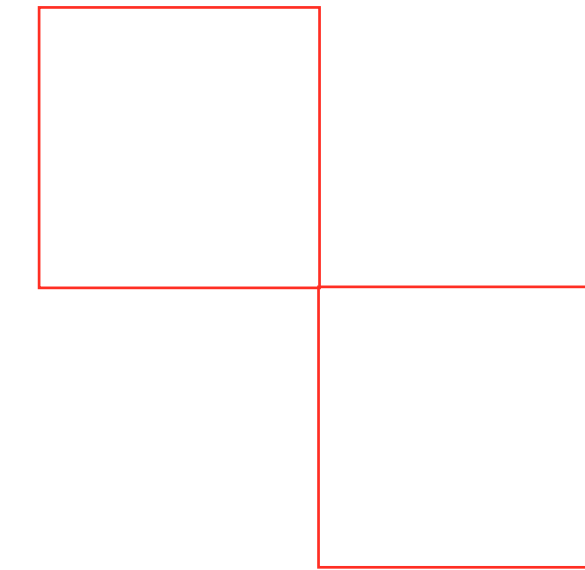
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Campus



Madrid. ALCOBENDAS
**BUSINESS AND UNIVERSITY
GO HAND IN HAND.**

A campus that brings you the reality of being a professional and helps you to get a job placement through agreements with companies.

The meeting point where new initiatives and the most curious minds find their space.



Madrid. VILLAVICIOSA
**STATE-OF-THE-ART FACILITIES
AND RESOURCES IN AN
OUTSTANDING ENVIRONMENT.**

Have a unique university experience on our biggest campus. With 33% international students and facilities equipped with cutting-edge resources and technology.



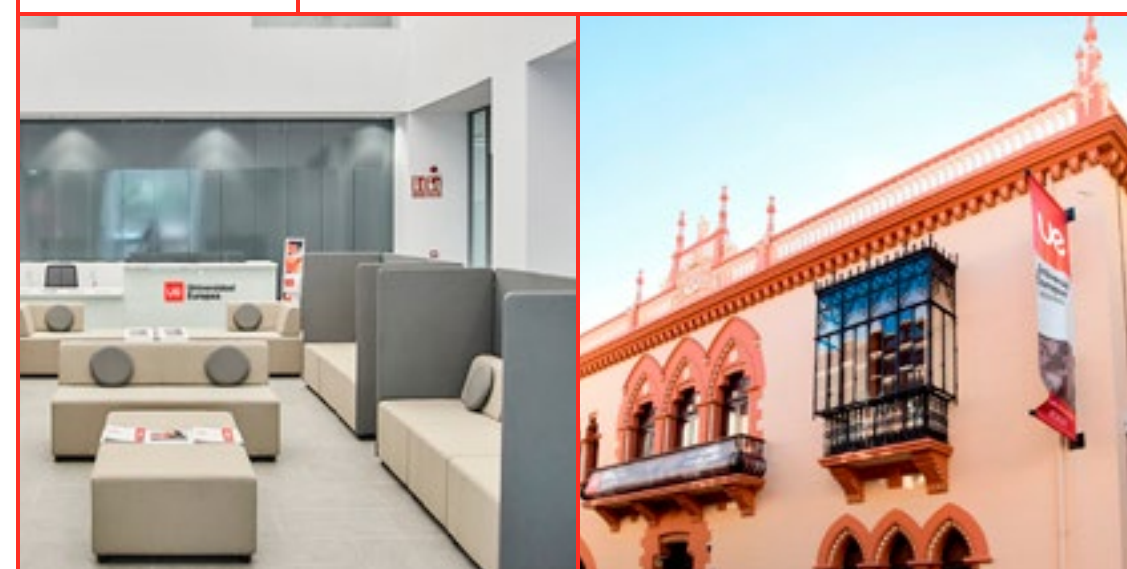
Valencia.
**CAMPUS IN THE HEART
OF VALENCIA.**

We are the only private university with a **privileged location** in the city centre. We also have our own University Dental Clinic.



Real Madrid.
**REAL MADRID GRADUATE SCHOOL
- UNIVERSIDAD EUROPEA.**

Do you dream about working in a field that you're truly passionate about? Get your education at the only Postgraduate School specialized in sports. Don't just dream, get ready.



Canarias.
**CAMPUS IN LA OROTAVA
AND SANTA CRUZ.**

An unbeatable environment where you can develop your skills to the full, facilitating employability and entrepreneurship.




Online.
UNIVERSIDAD EUROPEA ONLINE.

100 % online programs:
The flexibility you need. Get an education at your speed at the leading University in educational quality and innovation.



Internationally Recognized Quality



Be Global

We want you to imagine how it will be your future as a professional.

We inspire you in figures!

30% 

International Students.

You'll live in a multicultural environment with an average above other universities.

300 

Agreements.

You'll be able to study abroad at prestigious universities around the world.

14,000 

Agreements with companies.

You will be put to the test on campus with challenges, projects and gamification. You will also do an internship to train as a global professional.



Universidad Europea's
Certifications.



Social Sciences Area

Learning by doing.

The 'Learning by Doing' methodology or Challenge Based Learning, characteristic of the Social Science and Communication Faculty of the Universidad Europea, crystallizes in the **Challenge Based School**. This school promotes a pedagogical approach that actively involves students, as well as their teachers, in a collaborative way, in a real, relevant situation, linked to the environment, which implies the definition of a challenge and the implementation of an achievable solution. In this way, the student learns by facing a challenge that he must solve, just as he will do when he exercises his profession after finishing his university studies.

Differential elements of Experiential Learning:

- Own laboratories and clinics: Legal Clinic, Criminalistics Workshop and International Relations Observatory.
- More than 100 partners involved between companies, institutions, offices and NGOs.

- Development of crucial skills for the professional world.
- University-Company/Institution knowledge transfer.

Take the lead in your own learning! Work and solve real and current challenges in the **Challenge Based School**.



Bachelor's Degree in Marketing

A new professional profile.

The constant evolution of technology has changed the habits of consumers. It has changed the way they search for information, the way they interact and also the way they buy. Understanding this new consumer is a challenge for Marketing professionals.

They need to expand their knowledge and skills in the digital and analytical field by learning and using specific tools that allow the marketing professional a real knowledge of the consumer of the 21st century.

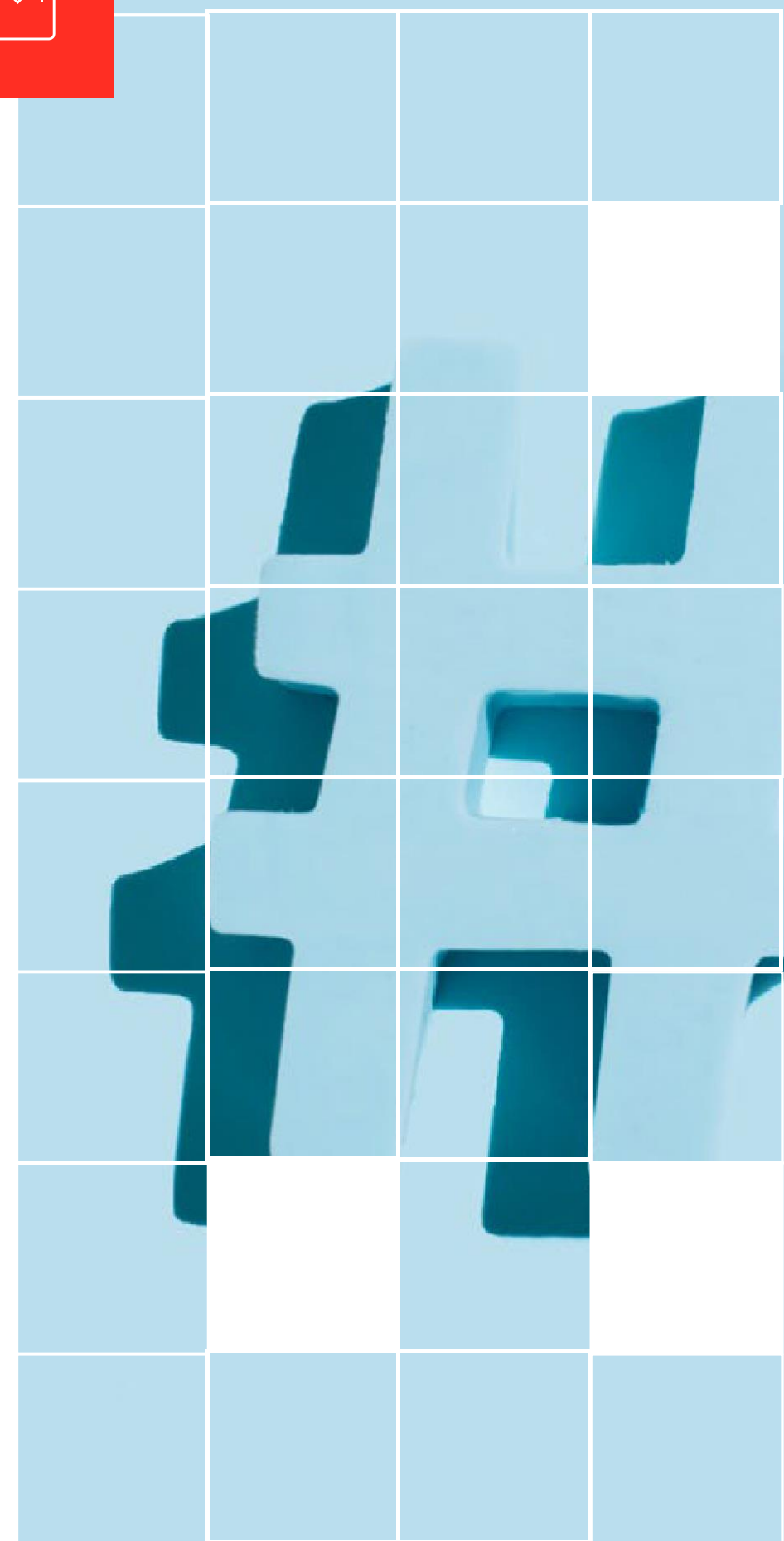
Strategic, creative and disruptive thinking.

Learn Marketing from a renewed perspective, with new subjects and adapted to the new digital environments. Neuromarketing, e-Commerce, Big Data and Digital Ecosystem are now key subjects that you should know if you want to apply for the jobs demanded by the new digital economy.

The use of technology is essential to successfully perform any professional career in the Marketing area.

Research and create trends in an exciting and changing world, where your challenge is to stand out.

| | | | |
|--|-----------------------------|--|---------------------------------|
| | LOCATION Valencia | | MODALITY Campus-based |
| | START September | | DURATION 4 years |
| | LANGUAGE English | | ECTS 240 |



What makes us different?

Bachelor's Degree in Marketing

A marketing degree where you learn marketing

You have a curriculum developed with the advice of marketing managers of companies and leaders in different sectors, from consumer goods to banking or advertising agencies. You study innovative subjects such as Neuromarketing, e-Commerce, Big Data or Digital Ecosystem that provide you with extensive knowledge of the digital environment, responding to the needs of the labor market that demands a new professional profile.

With international stays and international certificates

Experience internationality inside and outside the classroom. You will be able to opt for international stays through exchange agreements with leading international universities.

...And it is studied in a different way

With a methodology where you are an active part. You participate in training activities directed and led by professionals through real projects linked to important and inspiring companies.

A pioneering methodology based on experiential learning with which you learn to work on projects and in teams with renowned professionals.

In addition, he regularly participates in important events, forums and professional networks such as EmTech, Forinvest, Goglobal, Global Career Week and International Marketing Week, where you can multiply your network and discover a world of professional opportunities.

With more than 400 hours of mandatory internships

You do compulsory internships in leading companies and organisations such as Leroy Merlin, Repsol,

Air Nostrum, Ford, Deloitte, Deloitte, Ikea, Telefónica, Iberdrola, BBVA, DHL, Louis Vuitton, Demium Startups... Always supervised by a company tutor and an academic tutor. Both monitor your progress and evaluate your learning during this period.

And with a powerful team of teachers and coaches

All our teachers are professionals of renowned prestige in the business sector, and specialists in teaching innovation, a combination that guarantees you quality teaching based on the reality of the working world, the latest technological advances and the most innovative methodologies.

Personalized attention and learning through small groups and facilities with the latest technology so that you get the most out of your training.



You might also be interested in...

From the best professionals



Carla de Paredes
Director of the Social Sciences and
Communication Faculty.

“ The center of the Academic Model of the European University is the ‘Learning by doing’ methodology and technology; one of the main pillars are the simulated settings and professional environments, given that we bring the profession closer to the classroom and the classroom to the profession”.

What our students think



Hannah Pedlar
Global Bachelor's Degree in Business
Management and Entrepreneurship's Student.

“ Studying at Universidad Europea de Valencia has been one of the best decisions I made this year. The atmosphere is very welcoming and international. I was able to meet wonderful people and to realize that I am capable of fulfilling all the objectives that are I propose, no matter how complicated they may be. Clearly, I would choose over and over to live my university experience at Universidad Europea de Valencia”.



Curriculum

Bachelor's Degree in Marketing

| Subject | Type | ECTS |
|---------|------|------|
|---------|------|------|

FIRST COURSE

| | | |
|---------------------------------------|-----|---|
| Marketing Fundamentals | UCR | 6 |
| Social Media | DR | 6 |
| Ethics and Professional Effectiveness | DR | 6 |
| Management Technologies | UCR | 6 |
| Corporate Finance | UCR | 6 |
| Statistics & Big Data I | UCR | 6 |
| Consumer Behavior | UCR | 6 |
| Market Research I | UCR | 6 |
| Introduction to Economics | UCR | 6 |
| Global Business / Global Business | UCR | 6 |
| Introduction to Economics | DR | 6 |

SECOND COURSE

| | | |
|---|-----|---|
| Product and Brand Policy | UCR | 6 |
| Market Research II | UCR | 6 |
| Influence and Relational Impact | DR | 6 |
| People Management | DR | 3 |
| Creativity and Innovation | DR | 3 |
| Market Intelligence (Business Intelligence) | DR | 6 |
| Commercial Planning and Positioning | UCR | 6 |
| Digital Marketing I: Seo and Sem | DR | 6 |
| Statistics & Big Data II | UCR | 6 |
| Web Content Development | DR | 6 |
| English | UCR | 6 |

| Subject | Type | ECTS |
|---------|------|------|
|---------|------|------|

THIRD COURSE

| | | |
|---|----|---|
| Digital Marketing II: Recruitment and Analytics | DR | 6 |
| Accounting and Analysis of Financial Statement: | DR | 6 |
| Online Reputation Management / Online Reput | DR | 6 |
| Business Analytics / Business Analytics | DR | 6 |
| Entrepreneurial Leadership | DR | 6 |
| Logistics and Operations Management | DR | 6 |
| Cost Accounting | DR | 6 |
| Advertising and Multimedia | DR | 6 |
| Sales Techniques Management | DR | 6 |
| Distribution and Commercial Promotion | DR | 6 |

FOURTH COURSE

| | | |
|-------------------------------------|----|---|
| Web Analytics and Audience Analysis | DR | |
| Event Design and PR | DR | |
| Strategic Marketing | DR | |
| Internship I | DR | 6 |
| Internship II | DR | |
| Marketing Planning | DR | |
| Commercial Simulation | DR | |
| Final Project | DR | |

| Subject | Type | ECTS |
|---------|------|------|
|---------|------|------|

REQUIRED ELECTIVE

| | | |
|--|----|---|
| Management of Virtual Communities + Online C | RE | |
| Advertising and Communication Law | RE | |
| Consumer Marketing | RE | |
| Services Marketing | RE | |
| Experiential Marketing | RE | |
| Design, Development and Mobile Applications | RE | |
| Creation of Online Stores: Prestashop and Word | RE | 6 |
| Mobile Marketing and Geolocation/Mobile Ma | RE | |
| Digital Workshop | RE | |
| University Activities | RE | |
| Media Planning | RE | |
| Innovation Management | RE | |
| Project Management | RE | |
| New Technologies Law | RE | |
| Business Planning and Decision Making | RE | |
| Internship III | RE | |

TOTAL 240



You might also be interested in

Plan your carrer from the start

Now that you are starting your university stage, you have your provision of a great academic offer from the beginning that allows you, on completion of your degree, the oportunity to specialize through a complete offer of masters and postgraduate courses adapted to professional reality.

Do you know the Plan AVANZA?

From the University we bet on our students and we are committed to supporting their growth and personal and professional development.

For this reason we launched the Plan AVANZA, a program specific study aid for Degree students from the Universidad Europea who want to continue your professional delvelopment advancing to the next level, pursuing a Master or Postgraduate with us.

AVANZ 

You can get more information by consulting the web, with your Bachelor's advisor
and on the phone: **+34 961 043 883**.



Financing and Scholarships

Finance your studies in a flexible way

Here at Universidad Europea, we are committed to ensuring the cost of a program is not an obstacle to access quality education.

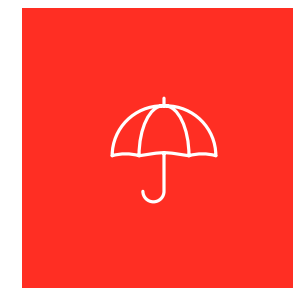
We have a complete system of financial aid available to you:



SCHOLARSHIP
PROGRAM



DISCOUNTS



FINANCIAL
BANKING

Knowledge without barriers

Education is one of the
best investments you
can make in life.

Do not let anything stop you!

Go beyond



Admissions Process

Documentation

To start the admissions process, reserve an appointment universidadeuropea.com or by calling (+34 961 043 883).

After getting more information, you must submit your DNI/Passport copy.

What does the entrance exam involve?

- Test to evaluate competencies and skills.
- Language assessment test.
- Motivational survey.

When will you know if you've been admitted?

You'll get the results of the entrance exam in an Admissions Letter that will be sent to you via email. If you have any questions, you can speak to our New Students Admissions Department.

ads.valencia@universidadeuropea.es






Place Reservation

You are advised to reserve your place within the set deadline in your admissions letter.

Enrollment

All students enrolling for the first time at Universidad Europea for a Bachelor's degree program must open a student file.

The Students Admissions Department will provide the candidate with all of the documents and forms they need to complete their enrollment.

| | |
|---|---|
|  | Personalized Guidance |
|  | Send application and documentation |
|  | Admissions Test |
|  | Confirmation of Admission |
|  | Formal Reservation of a place and enrollment |





**Universidad
Europea**



**How far
can you go?**

As far as you want.

Go beyond

Universidad Europea de Madrid

Campus de Villaviciosa de Odón

C/ Tajo, s/n, 28670.

Villaviciosa de Odón, Madrid

Campus de Alcobendas

Av. Fernando Alonso, 8, 28108.

Alcobendas, Madrid

Phone number: (+34) 91 740 72 72

Students: (+34) 91 414 66 11

Universidad Europea de Valencia

Paseo de la Alameda, 7, 46010.

Valencia

Phone number: (+34) 96 104 38 83

Students: (+34) 96 104 38 80

Universidad Europea de Canarias

Campus de La Orotava

C/ Inocencio Garcia, 1, 38300.

La Orotava, Tenerife

Phone number: (+34) 92 209 70 91

Students: (+34) 92 298 50 06

Santa Cruz de Tenerife Facilities

Calle Valentín Sanz, 22, 38002.

Santa Cruz de Tenerife

Phone number: (+34) 92 244 26 31

Students: (+34) 92 244 26 34

English and Spanish phone number:

(+34) 91 740 72 72



[universidadeuropea.com](https://www.universidadeuropea.com)

