

FALL 2022

IE University

Visiting Student Program Marketing Pack



Human Resources

Building Powerful Relationships	5 Ects
Human Capital Management / Gestión del Capital Humano	3 Ects

Economy

Macroeconomics	6 Ects
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Marketing

Marketing Management	5 Ects
Unplugged the Marketing Workshop	3 Ects
Retailing	3 Ects
Pricing for Value and Profitability	3 Ects
Digital Marketing	6 Ects
Brand Strategy & Identity	6 Ects
Customer Insights for Strategy	3 Ects
Advertising & Creative Strategy	3 Ects
Marketing Strategy for Decision Making	4 Ects

Information Systems & Technologies

Business - driven Information Technologies	3 Ects
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Entrepreneurship

Entrepreneurship & Innovation/ Emprendimiento e Innovación	5 Ects
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Strategy

* It is guaranteed that there are no timetable clashes between the subjects in this package. * Places are subject to demand. In the case of no places being available in any of the subjects, we can provide other options.