

ENAE

International Business School



PANAMERICAN
UNIVERSITY



Executive Master's in

Digital and International Marketing



Executive Master's in

Digital and International Marketing

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>>> ABOUT US



ENAE

International Business School of
Business University Foundation of
the Region of Murcia.

Empowering

next-gen business leaders

Building

professional development opportunities

International Presence

in institutions from around the
world

Center affiliated with:



FORMING LEADERS SINCE 1988

- | | |
|---------------------------------------|---------------------------------|
| 01// Continuous training | 04// Professional growth |
| 02// International recognition | 05// Practical tools |
| 03// Entrepreneurship | 06// Networking groups |



Rankings

ENAE is ranked
among the best
Business Schools

Forbes

#7

Master in International Trade

Category: *young professionals
and recent graduates*

Ranking 2022

#9

Master in Logistics
and Operations Management

Category: *young professionals
and recent graduates*

#9

Executive MBA

Category: *executive programmes*

#4

Magistrae

Category: *senior management*

QS STARS

Very good



Teaching



Employability



Inclusiveness



Facilities



Master in Logistic
& Operations Management



Facilities



Introduction to the Master's Degree

The Executive Master's in **Digital and International Marketing** equips graduates with the skills, competencies, and experience necessary to lead the transformation of marketing functions, shifting from local to global and from analog to digital paradigms. Additionally, the program fosters students' strategic thinking, ideation, and predictive abilities, enabling them to drive innovation and globalize the value propositions of companies.

> The Master's program delves into the digitization of each component in the marketing value chain:

- Market Research
- Customer Acquisition
- Sales
- Customer Retention
- Analytics and Business Intelligence

> Furthermore, it takes a comprehensive approach to the digital transformation of the entire company's strategy, encompassing:

- Digital Strategy
- International Digitalization
- Mobile Innovation
- Digitalization of Projects & Operations

Target audience

- Directors and Executives in Marketing, Sales, Commercial Agencies, and Media who wish to deepen their understanding of various digital channels.
- Professionals in strategic fields such as Innovation, R&D, and Strategy, as well as those in tactical areas like IT and Operations, seeking to harness the benefits of digital transformation from a marketing perspective.
- Entrepreneurs in the commercial development phase of their projects, and consultants affiliated with IT and technology-related sectors, who need to acquaint themselves with the tools and knowledge demanded by today's market.
- Professionals in the midst of a career transition who are drawn to digital marketing and emerging technologies.
- Furthermore, recent graduates and prospective professionals who aspire, from varying levels, to oversee the digital transformation of companies set to occur in this area over the next 5 years.





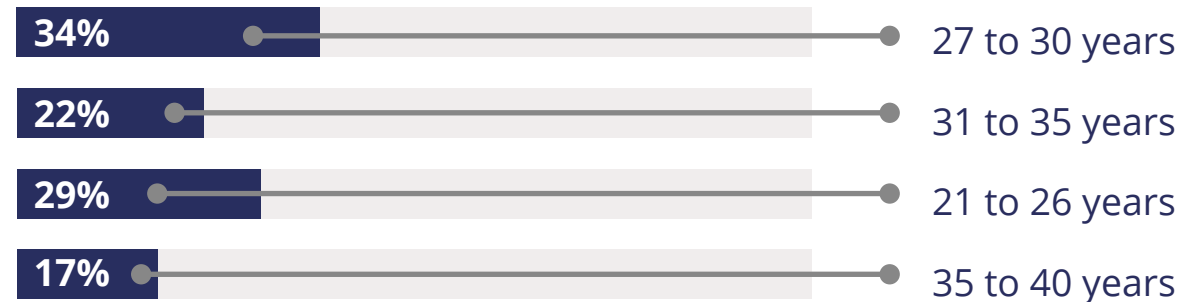
Student profile

ENAE Business School seeks to train the best professionals and provide them with tools to create value in both companies and the society at large.

> Entrepreneurial attitude.
Leadership.
Ability to work as a team.
Sense of professional ethics.



> Age



> Gender



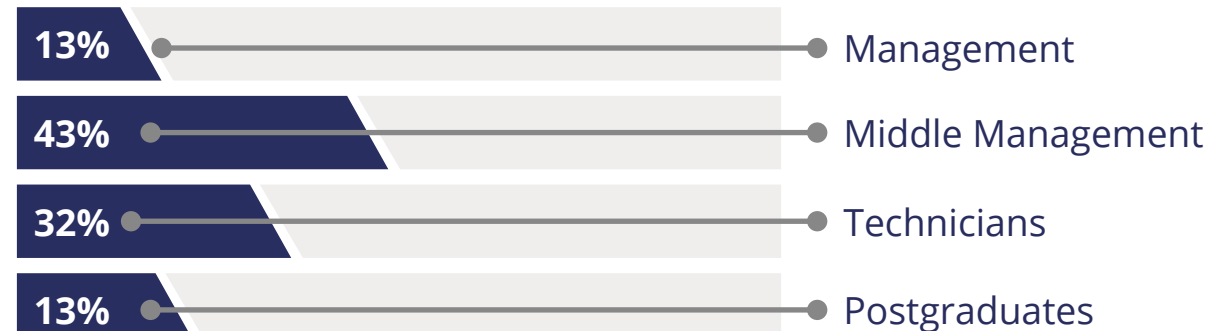
> Nationalities

- Spain
- Colombia
- Costa Rica
- El Salvador
- France
- Mexico
- Panama
- Dominican Republic

> Qualifications



> Category



Our vision

In today's knowledge and information-driven society, the demand for professionals with this skill set is steadily increasing. The market seeks highly skilled individuals with data analysis expertise who can bring value to companies by streamlining processes and delivering agile, effective, and high-quality solutions.



Our master's program is designed for professionals looking to strengthen and expand their knowledge and capabilities in business intelligence, preparing them to take on leadership roles in strategic areas. It's also ideal for those who wish to pivot their careers towards the exciting and innovative field of data science. Your journey is just beginning; unlock its potential with our training.





Objectives

Empowering graduates to lead the shift in marketing from local to global and from analog to digital is at the core of our program. It's about enhancing students' strategic thinking, fostering innovation, and enabling them to internationalize a company's value proposition. Our program shapes professionals who can craft digital business models and devise marketing strategies using cutting-edge technologies and tools.

By the program's conclusion, participants will have honed four key competencies:

01 //

Applying quantitative and qualitative techniques to glean market insights.

02 //

Offering guidance in resource allocation, marketing mix, technology adoption, and the selection of new products and market initiatives.

03 //

Creating compelling content for various media channels.

04 //

Managing the internationalization of marketing functions.

Methodology

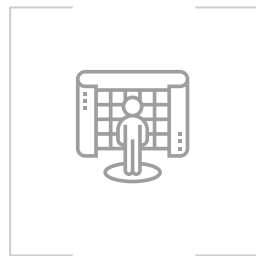
- > **Internship**
program
- > **Experience-based learning**
ENAE active methodology
- > **Bussines**
plan

01 //



RELATIONSHIP
BETWEEN THEORY
AND PRACTICE

02 //



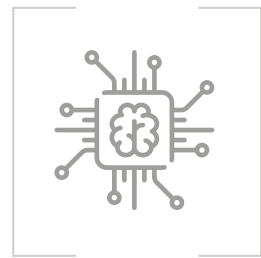
CASE STUDIES

03 //



VIRTUAL CAMPUS
STUDENT POINTS
OF VIEW

04 //



NEW
TECHNOLOGIES

05 //



MASTER'S
THESIS

Learning by doing is our educational model centered around practical experience and direct engagement with the business world.

Learning
Training
Networking
Experience
Real cases
Tutoring assistance

Accreditation

Master's programs in the United States are awarded by educational institutions licensed to operate as universities. In the case of Panamerican University, this license is granted and regulated by the Florida Commission for Independent Education (FCIE), which is a part of the Florida Department of Education. Academic degrees from the United States are recognized by Commonwealth member countries and transferable in most countries worldwide.



Design your Future

360 Learning

Through our new training model, students may select the training modality that best suits their needs: either 100% online or a combination of in-person and online classes, without losing the opportunity to interact with their teachers and classmates in real time.

The essence of in-person training is maintained through a live platform that facilitates online classes. This new training model is complemented by a Virtual Campus in which the student has access to all learning resources, class recordings, as well as additional content such as webinars and online resources.

By combining the best of both worlds, which include in-person training and online training, this model provides students with greater flexibility, custom training, and the development of digital skills.

Choose your modality:

01 //

Online learning

Enjoy live online classes as if you were present in the classroom or access class recordings on-the-go.

02 //

Blended learning with stay

The blended-with-stay option merges the best of face-to-face and online training, offering a 3-week in-person residency program at the ENAE Business School.

In this flexible modality, face-to-face training is combined with live virtual classes and online activities.

03 //

On campus

Academic Program

Executive Master's in Digital and International Marketing

INTERNATIONAL BUSINESS

FUNDAMENTALS OF MARKETING, ANALYTICS AND BIG DATA

MARKET INFORMATION AND CONSUMER BEHAVIOR

INTERNATIONAL MARKETING

GLOBAL BRANDS, ARCHITECTURE, AND DEVELOPMENT

INNOVATION MANAGEMENT AND NEW PRODUCT DEVELOPMENT

PSYCHOLOGY OF SOCIAL MEDIA AND CUSTOMER ENGAGEMENT

MARKETING AND ADVERTISING ON SOCIAL MEDIA FOR DIFFERENT MARKETS AND CULTURES

INBOUND MARKETING AND WEB POSITIONING

DESIGN AND IMPLEMENTATION OF E-COMMERCE AND OMNICHANNEL STRATEGIES

PROJECT MANAGEMENT

TRANSFORMATION AND DIGITAL BUSINESS PLAN

BUSINESS ANALYSIS AND DIGITAL DASHBOARD

FIELD PROJECT

Specialization Curriculum

INTRODUCTION TO ARTIFICIAL INTELLIGENCE

APPLIED ARTIFICIAL INTELLIGENCE IN MARKETING

ENHANCING CUSTOMER RELATIONSHIPS THROUGH ARTIFICIAL INTELLIGENCE

PROGRAMMATIC ADVERTISING

ANALYTICS AND DATA DRIVEN



Master's Thesis

The goal of the Master's degree final project is to apply the knowledge and skills gained during the program to a real-world case or a new business venture with potential for success.



The objective is to ensure that innovative business ideas generated by students during the course are not limited to just evaluations but are put into action by existing companies or used to create new ventures.

During the project, students will receive guidance and support from a designated mentor who will assist them in the implementation process.

The projects will be presented and evaluated by a panel of experts using established criteria.

- > **Real-world** cases.
- > **Creation** of new lines of business.
- > **Implementation** in existing companies.

Company Internships and Employability

ENAE students are supported throughout by our expert careers advisory service.

In addition, students will gain access to our unrivalled professional network, further boosting their career prospects.



200+ Agreements



Complete your training in EU companies as part of our internship program.

Students who wish to advance their careers can take advantage of this opportunity by acquiring a highly qualified position within international organizations.

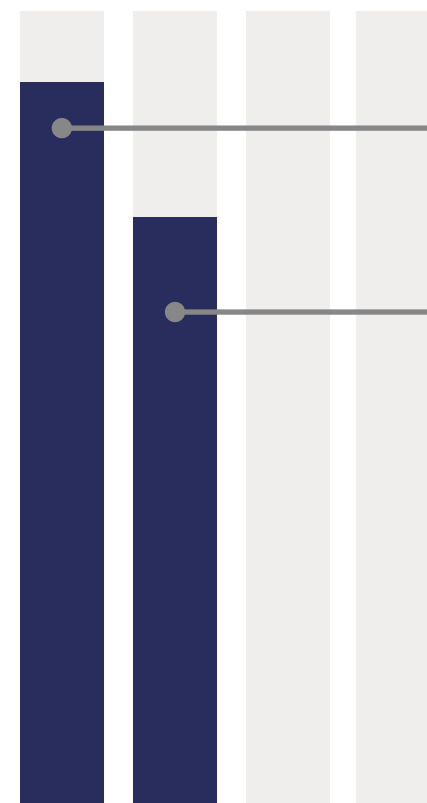
These internships are optional and last from 2 to 9 months.

Executive Master's
in **Digital and International Marketing**

Some of the companies that have relied on ENAE to recruit trained professionals: Hero España, IDCQ Hospitales y Sanidad, HEFAME, IKEA Ibérica, Agrocomponentes, Himoinsa, Portavoz Comunicaciones Integradas, Rapsodia, PC Componentes, El Pozo Alimentación, Terrapilar, and others.



1000



94%

of our students start working by the time they complete their Master's Degree.

88 %

of our students achieve professional progress by the time they complete their Master's Degree.

All of our students will form part of the ENAE Business School job bank upon enrollment and will have access to it whenever they wish, even if they have completed their degree program.

Job offers for employment and internships managed every year.



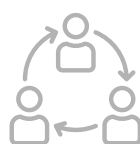
ENAE

Experience

> GRADUATION CEREMONY

A MOMENT TO REMEMBER

We honour students with their diplomas after a year of dedicated work, perseverance, and gaining knowledge.



> NETWORKING

PROFESSIONALS & BUSINESS PEOPLE

Exchanging ideas, experiences and knowledge



> SEMINARS AND CONFERENCES

A wide range of topics covered by top-level speakers

Empowering the next generation of business leaders





Admission Process

To ensure applicant suitability, all participants must pass an admission process comprising

5 PHASES.



01 //

Online pre-enrollment

Enroll on our website at www.ena.com

02 //

Document submission

All documentation will be received and reviewed by our academic team



03 //

Personal interview

As soon as we receive all the documentation, we will contact you to schedule a personal interview

04 //

Decision

The academic committee evaluates the list of applicants and makes a decision



05 //

Admission

The Admissions Committee communicates its decision



Be motivated to give your best, be eager to learn, have an open-minded attitude, and be ready to forge ahead in an international environment.

Faculty



PROGRAM LEADERSHIP

SERGIO MONTES MAS
SANTIAGO FOULQUIÉ ROMERO

SERGIO MONTES MAS

CEO of Adapptation, a consultancy specializing in the digital transformation and adaptation of individuals and brands since 2012. Prior to this role, he served as the Director of Marketing at Luzán 5 Health Consulting. He has also held positions as the Digital Director for the LATAM region at Atrevía, Associate Director at iCrossing Spain (a digital agency within the Hearst Inc. Group), Partner at Bellum Media, and General Director at Zento Media.

During his career, he led the Campaigns department at the leading Swedish online affiliation multinational, Tradedoubler, and worked at

Grupo Prisa, contributing to Elpais.com and As.com. He also gained experience at TPI (Telefónica Publicidad e Información) and Grupo Godó, the publisher of Lavanguardia.es.

Throughout his career, he has worked with various clients, including L'Oreal, Elle, BMW, LG, Jean Louis David, Franck Provost, Bankia, the Ministry of Equality, Porsche, Kaspersky, Mercadona, Hertz, Oracle, Volkswagen, Audi, Jones Lang LaSalle, Linea Directa.com, Unidental, Interflora, Tata Motors, Worldvision, GAES, and Nuevo Futuro, among others.

ADOLFO SUJATOVICH

Industrial Engineer, I.T.B.A. - Instituto Tecnológico de Buenos Aires (Argentina). Master's in Industrial Management, specializing in marketing and finance, from Technion - Israeli Institute of Technology (Haifa, Israel).

With extensive experience in executive positions in consumer goods

companies, he served as the Head of Marketing at Donuts Corporation Málaga for 9 years. Since 2001, he has been the Director of Marketing and a member of the Management Committee at FRIPOZO (Fuertes Group - ElPozo Alimentación).

ROCÍO GONZÁLEZ MARTÍNEZ

Ph.D. in Data Science and a Bachelor's degree in Mathematical Sciences with a specialization in Statistics from the Complutense University of Madrid. She also holds a Master's degree in Education with a specialization in Mathematics from the Camilo José Cela University and is an Expert in Neuro-marketing from the University of Alcalá de Henares. Currently pursuing a Ph.D. in Data Analysis from the Faculty of Statistics at UCM. With over 20 years of experience in Data Analysis and Data Mining, she specializes in the Retail and Banking sectors.

As the External Communications Manager at IKEA, she successfully laun-

ched the brand and opened stores in Portugal. She has worked with other clients such as Makro, El Corte Inglés, Barclays, Fujitsu, Self Trade Bank, and IBM. She was a pioneer in building predictive models, customer scoring, clustering, RFM models, basket analysis, applying Big Data to the field of human resources, customer lifecycle analysis, campaign testing, and more.

She holds an honorary position as a professor at Complutense University and is a frequent speaker at various national and international business schools, including ESADE, UCM, MSMK, and EOI.

CESAR APARICIO

SEO Manager and Founder of Cráneo Privilegiado, where he manages large-scale link building campaigns and SEO consultancy. He is also a co-founder of Safecont.com, one of the most advanced SEO tools globally, which was nominated as a finalist at the European Search Awards.

With extensive experience as an online marketing consultant for nume-

rous top-tier companies and as a link builder in different countries, including Spain, the United States, the United Kingdom, France, and Italy.

He is also a professor in some of Spain's most prestigious SEO master's programs and a speaker at various SEO events, including SE-on-thebeach, Ensalada SEO, and Pro Marketing Day, among others.

LORETO GÓMEZ

Marketing and Business Administration. She holds other titles such as a Master's in Marketing and Digital Communication, and an Executive Education Program in Social Media from IE Business School. She also holds a Master's in Fashion Marketing and a University Expert in Virtual Communities from UNED, as well as a Certificate of Specialization in Community Management from the Spanish Association of Online Community Managers (AERCO). With over 17 years of experience, her professional journey has revolved around marke-

ting, with roles including Brand Manager, Product Manager, Director of Marketing, and Digital Strategy Director in various companies. She has managed digital strategies for organizations such as Guggenheim, Costa Cruceros, Iberdrola Inmobiliaria, multiple shopping centers, and international projects like Quirón and My days. Currently, she serves as Director of the Digital Department at El Sofá Verde and provides digital strategy consultancy to various agencies.

RAMÓN ALBERTO CARRASCO GONZÁLEZ

Ph.D. in Computer Science from the University of Granada with a Cum Laude distinction. Currently working as a Senior Data Scientist in the Commercial Exploitation Department (Marketing) at Banco Mare Nostrum, primarily focusing on analytical tasks using tools such as Data Mining (Clementine and Oracle Data Mining), Teradata, PL/SQL.

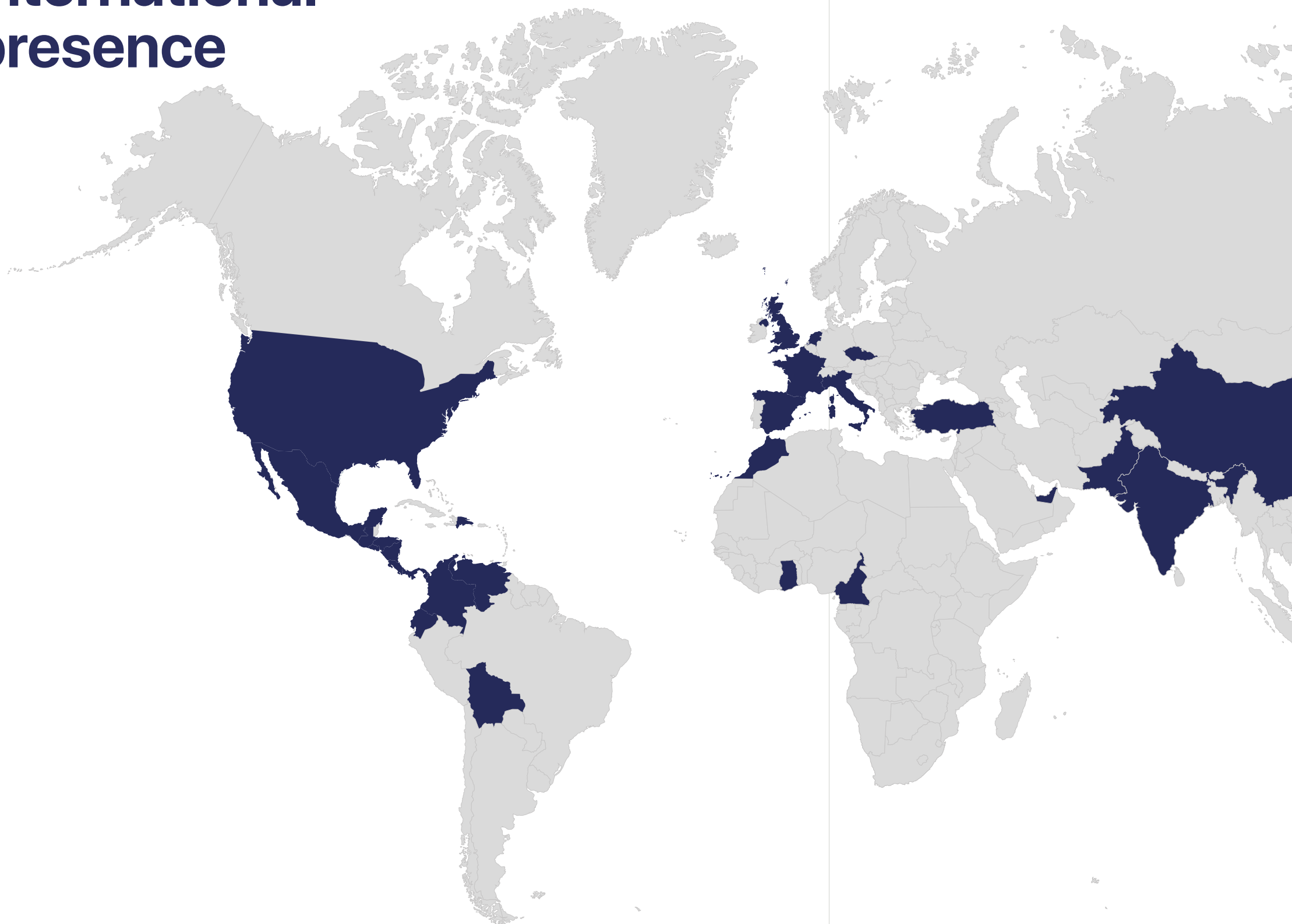
Previously, he held roles as Data Warehousing Manager (ETL, Business Intelligence...) in the Technology Architecture Department and Business Intelligence Manager in the Marke-

ting Department at CajaGranada. In terms of teaching experience, he served as an associate professor at the University of Granada for 8 years and is currently an associate professor in the Department of Marketing and Market Research at the Complutense University of Madrid.

He has authored various publications, nine of which are included in ISI JCR, as well as two monographic books on Data Mining and its application in economics, finance, and marketing. He has also participated in numerous research projects.



International presence



- > United States
- > Mexico
- > Guatemala
- > Honduras
- > El Salvador
- > Nicaragua
- > Costa Rica
- > Panama
- > Venezuela
- > Colombia
- > Ecuador
- > Peru
- > Bolivia
- > Dominican Republic
- > United Kingdom
- > Poland
- > Czech Republic
- > Netherlands
- > Italy
- > France
- > Morocco
- > Spain
- > India
- > Pakistan
- > Ghana
- > Cameroon
- > Turkey
- > UAE
- > China

We're always looking for ways to help our students achieve their goals, and that includes providing opportunities for international experiences.

Fees & funding

We know that financing a higher education is a top priority for many students. That's why we offer financing options to make the payment process as easy as possible. Our financing facilities allow students to pay their program fees directly to the school, interest-free, in up to 10 monthly instalments.

To secure a spot in the program, students will need to pay a 500€ booking fee. Payment of the program fees will begin in October.

Bookings before March 30th are eligible for a **5% early bird discount!**

In addition to our financing facilities, we also offer various scholarship opportunities for our international students. The Fundación Universidad Empresa de la Región de Murcia provides scholarships of up to 40% of the program fees, as a way to support the educational development of international students.

Our scholarship program is designed to recognize academic excellence and to make education more accessible for those who need it most. We believe that every student deserves the opportunity to reach their full potential, and we are committed to supporting them in achieving their goals.

Please note that scholarship applications are evaluated on a case-by-case basis, and not all applicants may be awarded a scholarship.

Master prices by modalities:

	On campus	Blended	Online
Master in Agribusiness Management	11.900€	11.900€	10.900€
Master in Organizational Risk Management	11.900€	11.900€	10.900€
Master in Global Supply Chain Management	11.900€	11.900€	10.900€
Master in International Trade Management	11.900€	11.900€	10.900€
Business Intelligence and Analytics for Business Administration	11.900€	11.900€	10.900€
International MBA	-	11.900€	10.900€
Master in Digital and International Marketing	-	11.900€	10.900€
Master in Digital Transformation and Innovation Management	-	11.900€	10.900€
Bachelor's Degree in International and Sustainable Business	10.500€/year		10.500€/year
Bachelor's Degree in International and Digital Marketing	10.500€/year	-	10.500€/year
Bachelor's Degree in Business Administration	10.500€/year	-	10.500€/year
Bachelor + Master Degree	36.000€ full package		

Our **blended programs** have been designed to provide everything our students need to succeed, including accommodation, internships, full board, and insurance.

Our **online programs** also include internships, access to live lessons and offline Canva platform, networking events, and more.

No matter which program your students choose, we are confident that they will receive a comprehensive and enriching educational experience.



PANAMERICAN
UNIVERSITY



Unión Europea



Fondo Europeo de Desarrollo Regional *"Una manera de hacer Europa"*

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"Una manera de hacer Europa"

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