

**Course Fee 1550€, which includes:**

- › Tuition and all course materials
- › Site visits and field trips
- › Technical visits to companies, public and private institutions and entities
- › Diploma awarded upon completion of the Course
- › Transcript with final grades
- › Student Card: Access to all University facilities

**For more information:**

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# SPECIALIZED SUMMER COURSES 2023

MADRID | SPAIN



**COMILLAS**  
UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

COMILLAS  
INTERNATIONAL  
COURSES



## SPECIALIZED SUMMER COURSES

MADRID | SPAIN

COMILLAS  
INTERNATIONAL  
COURSES

Comillas Pontifical University, founded more than 100 years ago by the Society of Jesus (the Jesuits), is one of the most prestigious private universities in Spain. Backed by a rich humanistic and pedagogical tradition, the University is located in the heart of Madrid, close to museums, theaters, cultural centers and parks.

Students should be enrolled at a university at the same level of studies as the desired course.

We offer 7 independent courses that will be taught in Spanish and English in both Period 1 and Period 2.

Classes will be held at our campus in the center of Madrid. They have a duration of 4 weeks and will be held in the morning from Monday to Thursday.

The courses include 80 hours of classes and 10 hours of technical and cultural visits. Students will receive 9 ECTS credits, a diploma of attendance and a transcript of grades.

## DATES

Period 1: from June 05 to 30

Period 2: from July 3 to 28

## COURSES

### Business Management (9 ECTS)

- › Strategic Management (20 h.)
- › Simulation of Multinational Companies Acting in Different Markets (20 h.)
- › Human Resources Management (20 h.)
- › Negotiation Techniques (20 h.)

### Digital Marketing and Digital Business (9 ECTS)

- › Introduction to Digital Marketing (20h.)
- › The Digital Marketing Plan (20h.)
- › Principal Digital Marketing Tools (20h.)
- › Web Analysis (20h.)

### Marketing, Public Relations and Protocol (9 ECTS)


- › Advertising and Marketing for Advertising (40 h.)
- › Protocol (20 h.)
- › Public Relations (20 h.)

### Ethical Values and Human Rights (9 ECTS)

- › Ethical Values: Ethical Framework (20 h.)
- › Ethical Values: Social and Professional Context (20 h.)
- › Human Rights as the Product of History. Concepts and Basis (20 h.)
- › New Challenges for Human Rights in Today's World (20 h.)

### European Union and International Law (9 ECTS)

- › International Public Law (40 h.)
- › European Union and European Law (40 h.)

 \*ECTS: European Credit Transfer System (European credits may be converted into other credit systems by the home university).

 Course taught in Spanish

 Course taught in English