



MARKETING
SPECIALISED PROGRAMME

2017



ABOUT ESE

The European School of Economics, founded by a man with a dream, now has centers over three continents and in the world's major cities: London, New York, Rome, Milan, Florence, and Madrid. The College is a privately funded institution, providing Undergraduate, Post-graduate and Executive programmes focused on guiding students towards self-discovery, and bringing them to the realization of their own innate qualities and uniqueness, developing each of them as leaders regardless of the field they choose to pursue.

Education today seems to be the antithesis to the classical models laid out by the ancient Greeks, in which schools encouraged the pupils to question, to participate, and before all else - to know themselves. The European School of Economics believes that the world one lives in is none other than a reflection of the inner states he lives, and that the more one knows and therefore masters himself, the more he can create a world that is pleasing for himself and others. All courses at the European School of Economics are concentrated on the individual as the most vital element.

ESE PHILOSOPHY

The world is a mere reflection of the world we live and dream internally. An individual whose aim is order and beauty cannot help but manifest this integrity in the external world. A man who loves himself and so, the world around him cannot help but create, emanate and instill order wherever he goes.

“For a man of Integrity manifestation takes place simultaneously with his Dream. Reality is whatever he dreams of, manifesting instantly before him. Without integrity, reality is also whatever you think or feel or say, but there is an apparent time lag for its manifestation. From a higher dimensional level of existence every thought is instantly manifested into reality, and polarity is just an illusion. You have to see everything as a whole - complete and perfect and know that there is nothing wrong no matter how bad or how good it may seem. Unity is your very nature and you are the very reason for everything that happens. Everything you think, feel and do is creating your whole world up to the most distant stars...”

Elio D'Anna

Founder and President
European School of Economics



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SPECIALISED PROGRAMME



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The programme comprises 4 modules.
Each module entails one 3-Hrs session per week over 11 weeks, plus an optional 3-month internship programme upon completion of the 4 modules.

The ESE Specialised Programme in Marketing is designed to further develop participants' marketing skills and acumen to ensure that managers in international markets have the required understanding and insight for success in this field.

The course will prepare participants for a wide range of activities such as brand management, product development, services marketing and business-to-business marketing enabling them to enter into specialist marketing consultancy and service firms that excel in the areas of market research, advertising, sales promotion, public relations and direct marketing.

Since marketing is the art and science of targeting market segments and obtaining, maintaining and building loyalty we will work on effective communication and the delivery of superior service and value.

Participants will be able to manage, supervise and direct their own, and others, activities, whilst understanding key strategic issues and trends in the field. This includes the use of information to make critical decisions and the application of theories

and techniques to practical realistic work situations in the sector.

Next Starting Dates:
January / April / September

Students will take four of the following modules:

- **International Strategic Marketing**
- **Innovation Development & Management**
- **International Strategic Management**
- **Integrated Marketing Communication**
- **E -Business E Commerce**
- **Services Marketing**

Internship: Available

Language used: English

Course Duration:

- 3 months = 120 in-class hours + revision/reading week + exam week
- Internship (optional): 3 months

Internship (optional)

Students who intend to participate in an internship must first undergo an assessment by the ESE Placement Officer. Upon being deemed eligible, host companies will be decided together with the Placement Officer who will assist the student in obtaining an internship at the company of choice. Candidates must submit a CV and undergo a successful interview for their acceptance.

Course structure

Each module holds a weekly 3-hour class (total 12 hours per week, Monday to Friday)

Entry requirements:

A first degree or equivalent work experience

MARKETING

SPECIALISED PROGRAMME



International Strategic Marketing

Aims of the Module:

This module aims to develop both a theoretical and an applied understanding of international marketing and create awareness of the global issues facing international and global organisations. The module also aims to enable students to acquire knowledge in developing marketing strategies for countries other than their own and, thereby, to extend their range of marketing understanding both to deal with international marketing situations in non-domestic markets and the impact of international competitors on the domestic market.

Innovation Development & Management

Aims of the Module:

The module aims at analyzing innovation as a complex process which goes from the strategic definition of the new product/service to the actual product/service launch and involves a multidisciplinary approach as indicated before. The process of NPD (new product development) will be complemented with an analysis of the current literature regarding the concept of innovation (product and process). Our expectation is that students having taken this module will not only understand how to establish the winning features of a new product or service along with understanding the main tenets of the contemporary innovation literature.

International Strategic Management

Aims of the Module:

This module provides an introduction to the main theoretical and practical aspects of international strategic management from strategic vision to actions. The intent is to familiarize students with the paradox of globalisation and localisation perspectives typical of European countries. The general aim is to develop student awareness of the elements that shapes business, such as economic, cultural, and political forces. The module therefore provides a global business perspective while emphasising the importance of remaining connected at local level as well.

Specifically, the module will give an overview of:

- The development process of business in Europe and how it links to the Greiner curve;
- The strategic management schools of thought in European and international business environments;
- European leadership traits and styles adequate to business needs while respecting local culture;
- Basic business strategies, the difficulty in implementing them in different cultural settings and the subsequent need for adaptation to suit the specific business environment both at global and local levels

Integrated Marketing Communication

Aims of the Module:

This module examines the nature, role and importance of marketing communications and promotional management and explores the interaction between theory and practice. The module provides an understanding of the relationship between marketing communications and marketing strategy. The theoretical basis for choices behind marketing communication activities and the potential roles played by different communications tools are explored, and the module looks at criteria for using different promotional techniques and types of media, in ways that can produce integrated promotional campaigns



MARKETING

SPECIALISED PROGRAMME



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E-Business E- Commerce

Aims of the Module:

The impact of electronic commerce is increasingly likely to affect business operations. This module is designed to enable students to evaluate the contribution e-commerce can make in a commercial business setting either for existing businesses or new businesses and furthermore, to determine how the technology can be applied strategically as a marketing tool. Organisations should be wary of using traditional business rules in the e-commerce arena as they are often inappropriate. Many organisations have responded to the opportunities offered by e-commerce by developing websites that are used primarily as a communication tool to promote corporate or product information to Internet users, rather than to support direct sales or customer service. More enlightened companies are developing e-business solutions to use Internet technology to link staff with customers, suppliers and other partners. It should be possible after studying this unit to develop an e-commerce strategy and identify the sectors that hold most potential for on-line business development. The foundations of successful on-line selling should be based upon objective research, a coherent strategy and an innovative approach.

Services Marketing

Aims of the Module:

The module gives students the full awareness of the importance of services as huge levers within a modern economic system. Services are responsible for the creation of a substantial majority of new jobs. In addition to that the service industry is becoming more and more competitive within the global scenario. The module highlights the differences between the service industry and production or manufacturing businesses, which require a different approach to the planning and implementation of the respective marketing strategies. The module will emphasise the importance of understanding of service organisations and the marketing goals and strategies that need to be tailored accordingly. The ultimate objective of the module is to instruct students in the strategies and techniques of marketing organisation services to customers and prospects. This module aims to enable the student to appreciate the essential elements that differentiate service marketing. It aims to serve as a module that consolidates student knowledge of specific fields of management such as marketing, operations and human resources into a holistic view.





ADMISSION INFORMATION

Application Process:

To apply for the course, candidates are required to fill out an online application form and submit a non-refundable application fee of € 50.00.

Entry requirements:

- Application form
- A first degree or equivalent work experience
- Résumé / CV (include reference to all previous education)
- Personal Statement
- Advanced command of the English language (TOEFL/IELTS is a plus)
- Photocopy of passport / ID document
- Three passport-sized photographs
- Non-refundable € 50.00 online application fee

Maximum number of admittance: 30 (in order

to provide a unique learning experience with a ratio between Professor to students, no more than 30 students will be admitted into this programme).

Internship programme:

Students will undergo an assessment with the ESE Placement Officer, so as to determine their eligibility for an internship placement.

The placement office will assist eligible students in obtaining an internship fitting their profile and career objectives.

Credits & Recognition:

No ECTS credits awarded. Upon completion of the programme, students receive a Certificate of Attendance awarded by the European School of Economics.

Programme Fees

Please refer to: www.eselondon.ac.uk

Application Deadline

Admissions at ESE are carried out on a rolling basis process and as such there is no deadline for applications for a particular intake. However, given the limited number of places on the programme, we recommend that you present your application as soon as possible.

www.eselondon.ac.uk
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