

6

How can I enrol?

Students interested in the programme should enrol at CFGS Marketing I Publicitat at INS VIC or INS ET during the official enrolment dates specifying their interest in the programme.

Contact:



www.escoladeltreball.cat

Pi i Margall, 51
Lleida - 25004
+34 973 231 549

imm@escoladeltreball.cat



INSTITUT DE VIC

www.ivic.cat

Av. de Sant Bernat Calbó, 8
Vic - Barcelona - 08500
+34 938 891 878

imm@ivic.cat



5 Certification offered by European training centres

Spain, The Netherlands, Italy and Portugal

4 semesters

2 years

4 countries

2000 hours

1

What is the iMM Programme?

The International Marketing Management certificate is a programme organised by 5 European institutions that offer training at EQF level 5.

The students enrolled will have the opportunity to study and do internships in four European countries in four semesters, obtain two EQF5 qualifications and the opportunity to continue their training for one, two or three years at universities in Portugal and The Netherlands and obtain, therefore, a University Degree.

2

Certifications achieved

The students enrolled in the programme will achieve two official qualifications:

Tecnico Superiore
in International
Business Marketing
(Italian qualification
at EQF5)

Tècnic Superior
en Màrqueting
i Publicitat
(Spanish qualification
at EQF5)

Obtain a
University Degree by
NHL Stenden and
Atlantica University

4

Schedule and contents

1st Semester

Italy
Fondazione JAC
...
• Marketing
• International Marketing
• Sales management
• CRM

30 ECTS

2nd Semesters

The Netherlands
Stenden University
of Applied Sciences
...
• Creative business

30 ECTS

3rd Semester

Spain
Institut de Vic
Escola del Treball Lleida
...
• Economic and financial
management of a company
• Commercial research
• Commercial research fieldwork

30 ECTS

4th Semester

Portugal
Atlantica University
...
• Online consumer research
• Big data analysis
• Online open innovation
• Technology to solve consumer
needs

30 ECTS

3

Costs

Students will officially be enrolled at [Institut Escola del Treball de Lleida](#) or at [Institut de VIC](#). The semesters abroad will be partially funded by Erasmus grants

5

Access requisites

- Baccalaureate or an equivalent qualification (ISCED3A / EQF4)
- Good level of English