



Certification offered by  
European training centres

5

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

## Certificacions achieved

The students enrolled in the programme will achieve the official qualification:

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

# 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

4

## Schedule and contents

1<sup>st</sup>  
Semester

Italy  
Fondazione JAC

- Marketing
- International Marketing
- Sales management
- CRM

30

ECTS

2<sup>nd</sup>  
Semester

The Netherlands  
Stenden University  
of Applied Sciences

- Creative business

30

ECTS

3<sup>rd</sup>  
Semester

Spain  
Institut de Vic  
Escola del Treball Lleida

- Economic and financial management of a company
- Commercial research
- Commercial research fieldwork

30

ECTS

4<sup>th</sup>  
Semester

Portugal  
Atlantica University

- Online consumer research
- Big data analysis
- Online open innovation
- Technology to solve consumer needs

30

ECTS

5

## Access requisites

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

# 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](http://www.escoladeltreball.cat)

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

[imm@escoladeltreball.cat](mailto:imm@escoladeltreball.cat)



**INSTITUT DE VIC**

[www.ivic.cat](http://www.ivic.cat)

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

[imm@ivic.cat](mailto:imm@ivic.cat)