



ESIC
SUMMER
COURSE
For UNDERGRADUATE
STUDENTS

July 1st to 14th, 2019
Madrid. Spain.

Live an amazing experience.

Discover the new era of leaders in marketing and digital economy

ARE YOU READY?



 **ESIC**
BUSINESS & MARKETING SCHOOL

Transforming people

Director

Fernando Soria – Pierre Auger.

Subject

Marketing in the age of Robotics is being impacted in different areas from campaign design and development to media buying as well as customer experience and interaction. During these sessions will go through all the cutting edge technologies that are changing the way we do Marketing today.

Program

Day 01/07/2019:

Lecturer/s: F. Soria & P. Auger.

- Introduction to the Course.
- Lecturers Presentation.
- Marketing Evolution.
- Marketing Automation: How Automatization.
- Marketing is revolutionizing the Marketing activities and the Customer Journey.

Day 02/07/2019:

Lecturer/s: F. Soria & P. Auger.

- Robotics and Machine Learning improving Marketing effectiveness.
- Robotics applications in Marketing.

Day 03/07/2019:

Lecturer/s: F. Soria & P. Auger.

- Internet of Things and the Data around everyday activities.
 - Bots and applications in Marketing activities.
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Day 04/07/2019:

Lecturer/s: F. Soria & P. Auger.

- Augmented Reality and Virtual Reality how to use it for Marketing programs .
- Creating Marketing Experiences through Virtual Reality.

Day 05/07/2019:

Lecturer/s: F. Soria & P. Auger.

- Programmatic advertising and the new possibilities of the Media Sector.
- The focus on the target instead of the media
- Seminar Summary.

Course objectives

- To understand how Robotics and some other technologies are changing the way we interact with our customers.
- Discuss about how Robotics is helping to create a better customer experience.
- Discuss about how all these technologies are helping to increase Marketing Productivity improving customer journey touchpoints.
- Experimenting how AI is used to create Marketing Experiences.
- Understand how Advertising industry is changing the way we are exposed to advertising by personalizing the message.

Director

Ana Belén Perdigones, Arancha Gómez.

Subject

Digital MKT for Sports & Entertainment has been developed following the Customer Experience Manager process, under a Customer Centric Vision (*), oriented encompassed both to the reach of the brand positioning & performance. Focus on Fan acquisition & loyalty strategies, brand funnel, New Media Touch Points, Sport Brand Experience, following three pillars: Knowledge /Tech /personalization through samples of best practices & tools.

Program

Day 01/07/2019: Fundamentals & Digital Funnel.

Lecturer/s: Ana Belén Perdigones.

- Introduction to Sport, Culture & Tourism industry. Key 2019 Trends.
- CEM* I: Customer Centric at Digital Marketing. Sports & Entertainment, CEM process explanation.
- Brand Funnel, Customer Journey, Start app.
- Best Practices & samples: Nike & Kaepernick.

Day 02/07/2019:

Lecturer/s: Arancha Gómez.

- CEM II: Digital Strategies. Explanation of SEO, SEM, Ad, RTB, Lead Generation, Social Media. Omnichannel vision.
- Build passion: The new briefing of a Sport, Culture & Tourism brand to build fan engagement, digital brand funnel implementation.
- Best practices: BBVA, Level (Iberia), Adidas.

(* CEM: Customer Experience Manager. Draft at Anexo I.

Day 03/07/2019: Funnel Step 3: Monetization.

Lecturer/s: Arancha Gómez.

- CEM III: Monetization: Performance at Social Media & Advertising campaign, how to achieve results. BBVA sample. Aster prize 2018.
- CEM III: Monetization: Personalization through Content & Brand Funnel vision.
- Personalization Content samples. Dazn/EL Pais /Samsung.

- Create a Customer Journey under content vision. Exercise Note: We provide the briefing before the class.

Day 04/07/2019: Funnel Step 4: Reference.

Lecturer/s: Arancha Gómez.

- CEM II-III: Passion, Contact from Emotion, Generate & Engage Fans.
- Engage & results: Introduction to tools, dashboard using Qualifio (*) tool in advertising campaigns. PSG example
- Engage Fans: Qualifio practical Exercise. Create & launch targeted campaign.
- Emailing Exercise: Create & Launch an emailing campaign for the three different targets: Sport / Culture / Tourism.

(* Qualifio is an on line platform to engage digital audiences, collect data by creating & publishing viral interactions on websites, apps, social. We will can used through a demo profile.

Day 05/07/2019: Trends and Wrap up.

Lecturer/s: Víctor Cobos.

- Virtual Reality, Mobility, Brand Experiences.
- Integrated Global campaign examples.
- Create a Digital campaign proposal with the KEY trends & mandatory marketing foundations. Exercise
- Course round-up.

🎯 Course objectives

- Students will experience an immersive 5-day workshop of the Digital Marketing for Sports, Culture & Tourism foundation strategies & best practices to understand how it is used to create customer-centric value propositions.
- You will learn the Digital Marketing Strategies through the Customer Experience Manager process at the conversion funnel and a practical vision via using tools in real time, explanation of real examples & exercises throughout the course in order to gain a clear grasp of lasted trends in this discipline.

Anexo I

Draft shows how Development of the Customer Experience Strategy through the Marketing value chain. Focus in Brand Strategy, under Personalization vision.



Director

Salvador Ruiz Conde.

Subject

Lean Marketing for start-ups it's a course for those entrepreneurs, business owners and graduates who want to understand and identify what makes an organization successful from a marketing point of view. The goal is to make students confident marketeers to make fast, innovative and low-cost campaigns.

Program

Day 01/07/2019: Lean Marketing.

Lecturer/s: Salvador Ruiz Conde.

- What is lean start up? Fast, Focused, Prioritized and Forward Thinking.
- Lean marketing objectives .
- Innovation, time and success.
- MVP - minimum viable product.
- From product design to product launch.
- The importance of gathering customer feedback.
- The principles of lean marketing.
- Lean Management and Digital Marketing.

Day 02/07/2019: Methodologies and getting the basics right.

Lecturer/s: Salvador Ruiz Conde.

- Design thinking.
- Problem solving.
- Agile and Scrum methodologies.
- Growth hacking.
- Your brand.
- Your story.
- SWOT analysis.
- Your website – connecting with visitors.
- When KPIs drive your ROI: build and measure.

Day 03/07/2019: Understanding your environment .

Lecturer/s: Salvador Ruiz Conde.

- Top marketing mistakes by start-ups.
- Marketing strategy.

- Target market analysis.
- Segmentation means success.
- Building your persona.
- Building the customer journey.

Day 04/07/2019: Engage with your audience.

Lecturer/s: Salvador Ruiz Conde.

- The 9 blocks of a business model.
- Marketing funnel.
- CRM systems.
- Coordinating efforts with the sales team.
- Organizational support.
- Surveys.
- Customer satisfaction.

Day 05/07/2019: Inbound and outbound marketing

Lecturer/s: Salvador Ruiz Conde.

- Lead generation: the art of attracting customers.
- Content marketing: When content is King.
- Email marketing.
- Social media (SMM & SMO).
- Digital marketing (SEO and SEM)
- Public Relations.
- Direct Marketing.
- Webinars & Events.

Course objectives

- Understand how to build a lean marketing organization.
- How to select the most efficient marketing strategy for your business.
- Become agile, innovative and efficient on your marketing activities.

Director

Pilar Nestar García.

Subject

The course will offer the opportunity to bring up to speed with current and relevant academic developments in the field of branding and digital engagement. The traditional view of branding is going through significant transitions due to an array of influences including new technologies, Big Data and rapidly changing global demographics. Through interaction with different subject matter experts, the students will be approaching the topic of digital branding and engagement from different angles.

Program

Day 08/07/2019: The digital Customer.

Lecturer/s:

- Introduction to the course.
- How to build a Buyer Persona.
- Examine consumer empowerment.
- Consumer change and how it is altering brand communications.
- Explore consumer participation and engagement.
- Practice exercise.

Day 09/07/2019: Digital branding.

Lecturer/s:

- Discuss the fundamentals of digital branding, digital brand strategy and measurement.
- Content marketing and how owned content can be distributed across company-owned digital media assets .
- Guest Speaker. – Binfluencer. Javier Yuste and Jesús San Román <https://binfluencer.io/en/> Identify the influencers that optimize the impact over the target audience of your company.

Day 10/07/2019: Media Assets

Lecturer/s:

- Differences between Paid Media, Owned Media y Earned Media .

- Owned Media .
- Practice exercise: Examine a range of owned media assets of Netflix/Deliveroo and determine their value.
- Conference: Antonio Abalos – Director de Marketing. at Netflix or Inés Urés – CMO at Deliveroo. (to be confirmed) .

Day 11/07/2019: Earned Media.

Lecturer/s:

- Investigate brand engagement and why is it important.
- Influencers – How can they help you to reach your target audience.
- Marketing Strategies for earned Media: Create brand engagement on social media platforms.
- Visit to Facebook e Instagram – Madrid - <https://zona.fb.com/> - Paco Lucena Marketing Science Partner. (to be confirmed).

Day 12/07/2018: Analyze and maintain the health of your brand.

Lecturer/s:

- Selecting the most appropriate digital vehicles for your brand's personality and business objectives.
- The value of analytics – digital branding metrics, data mining.
- Conclusions of the course.
- Closing.

Course objectives

We are in the age of digital brand engagement, where brands need to participate in, and inspire, a two-way conversation with their consumers. Our students will learn how digital branding has altered the way brands communicate with their audiences, and the challenges of managing a digital brand and how rich and compelling content, combined with digital distribution, are integral to brand engagement.

Subject

Design Thinking was developed using processes typically employed by designers to understand and empathize with their users' experience. Nowadays, it is applied to all areas of innovation: products, services and working processes. The voice of the user is present throughout a 5-stage process that identifies and solves end user's needs.

Program

Day 08/07/2019: Fundamentals:

Lecturer/s: P Boland/A N Other.

- Introduction to Design Thinking (DT) and its origins.
- How DT has developed from product innovation over time.
- The current business context and why DT grows in relevance.
- The customer-based Value Proposition.
- General explanation of the 5 -stage process.
- Wallet exercise.

Day 09/07/2019: Empathy.

Lecturer/s: : P Boland/A N Other.

- Why a customer-centric approach is key.
- Segmentation techniques versus Archetypes.
- Personas – creating the customer profile.
- Developing the customer journey and Moments of Truth (exercise).
- How the Empathy Map can isolate pain points and gains.
- Empathy Map exercise.

Day 10/07/2019: Define.

Lecturer/s: P Boland/A N Other.

- Defining – how to correctly identify the real customer needs.
- Explanation of The Canvas Model and the Canvas Value Proposition.

- Canvas exercise – Gillette versus OneDollarShave.
- Developing the customer journey and Moments of Truth.
- Declared needs versus underlying need - the Ladder of Abstraction (exercise).
- Priority matrix – matching customer desires versus company deliverables (KPIS).
- Defining the Business Opportunity (exercise).

Day 11/07/2019: Ideate.

Lecturer/s: : P Boland/A N Other.

- Ideation – how to generate creative solutions.
- The divergence- exploration-convergence model.
- Warming-up exercises.
- Brainstorming techniques (exercise).
- Techniques to explore and develop ideas (SCAMPER).
- Choosing ideas versus KPIS (exercise).

Day 12/07/2019: Prototype & Test.

Lecturer/s: P Boland/A N Other.

- Prototyping and Testing – Why prototype?.
- Methods to prepare a prototype.
- Creating a prototype (exercise).
- Exposing prototypes for feedback.
- Checking back versus KPIS.
- Course round-up.

Course objectives

- Students will experience an immersive 5-day workshop of the Design Thinking methodology to understand how it is used to create customer-centric value propositions.
- You will live the five stages through theoretical explanations but especially via practical exercises throughout the course in order to gain a clear grasp of Design Thinking tools and models.

Director

Eduardo Gismera.

Subject

A journey to the future. The course will review traditional business ethics concepts and relate it with the new and changing environment. Participants will face real situations related to the most current issues. Next, they will try to glimpse them under the prism of the so-called artificial intelligence.

Program

Day 08/07/2019:

Lecturer/s: Eduardo Gismera.

- Introduction.
- Origins of our journey to the future.
- Moral Thinking rules.
- Ethics universal consequences.
- Ethics Rational duty.
- Virtues, ethics and artificial intelligence.

Day 09/07/2019:

Lecturer/s: Belén López Ignacio Sobrino.

- Corporate Social Responsibility today.
- Handicapped people and Artificial Intelligence.

Day 10/07/2019:

Lecturer/s: Eduardo Gismera.

- Corruption for a new era.
- The role of loyalty today.
- Roll Play. Why to be honest.
- The new ethical codes.
- Ethics management program.

Day 11/07/2019:

Lecturer/s: Eduardo Gismera.

- Work Life Balance and ethics.
- A major problem for women?.
- Robots: time or slavery.
- A life project working at home.
- Shall we work tomorrow?.

Day 12/07/2019:

Lecturer/s: Eduardo Gismera.

- Sustainability.
 - Is sustainability possible today?.
 - What really matters.
 - Short farewell toast.
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Course objectives

- Business Ethics update with Artificial Intelligence.
- Reflection about human behaviours in our new era.
- Aptitude to face a life project with sufficient knowledge.

Pricing Summer Courses

1. ESIC students and alumni

- 400€/course.
- There is no discount if you do more than one course.

2. Foreign students not including accommodation

- 900€/course.

3. Foreign students including accommodation

- 1,400€/course.

4. Foreign students who do two courses

- 1,400€/course → 15% discount on each course, not including accommodation fees.

Therefore, 900€ x 2 courses → 1,800€ (does not include accommodation).

15% of 1,800€ → 270€ discount.

Final Price for two courses:

- With accommodation: $2,800€ - 270€ = 2,530€$.
- Without accommodation: $1,800€ - 270€ = 1,530€$.

For more information: ius@esic.edu