

# Business & Marketing 4.0

JULY 2024 | INTERNATIONAL SUMMER PROGRAMME



**UVIC**

UNIVERSITAT DE VIC  
UNIVERSITAT CENTRAL DE CATALUNYA



**Study Abroad**  
INTERNATIONAL PROGRAMMES  
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# Our institution

University studies in Vic date back to the sixteenth century when degrees were granted in Arts and Philosophy. Today UVic-UCC is an independent state-supported educational institution with a strong commitment to economic and social development through a distinctive international vocation and promotes academic quality.

UVic-UCC has campuses in three different cities, two located in central Catalonia and the third one in the outstanding city center of Barcelona.

For further information about our University, please visit [www.uvic.cat/en](http://www.uvic.cat/en)

# Our programme

The programme focuses on the evolution and strategies of marketing from its beginning through to the latest trends, learning how to build experiences that link with the consumer emotions through real case studies and projects, and interpreting big data for the launching of new products.

This course has a clear professional profile and has been developed together with executive managers from multinational leading companies according to the market demand.

Throughout this summer programme you will stay in the city center of Barcelona, which stands out with its multicultural flair and an open and young lifestyle.

# Programme structure

**Venue:** Barcelona

**Dates:**

Programme: 1st to 12th July 2024

Accommodation: 30th June to 13th July 2024

**Application deadline**

*(two options according to accommodation needs)*

Course and Accommodation: 30th March

Course without Accommodation: 31st May

**Language:** English

**Credits:** 6 ECTS, 3 USC

**Modules:**

1. Marketing 4.0
2. Sensitive Marketing
3. Experiential Marketing
4. Big Data applied to Product Launching

## Application

Our programme is addressed to undergraduate students from Business, Management, Marketing and Advertising fields of Study, even though other related backgrounds might be considered.

Furthermore, students should have a good command of English at the bachelor's and master's levels.

**Trips included:**

- Gothic Quarter (Barcelona city)
- FC Barcelona Museum and Stadium
- Sagrada Familia
- Girona City Tour
- Costa Brava Trip



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# Contact

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