

Bachelor in Marketing and Digital Strategies

CEDEU
UNIVERSITY COLLEGE



**3+1 Double University
Degree in collaboration
with Dublin Business School**

www.cedeu.es



Madrid Center Campus



CEDEU University College is one of the entities linked to the Foundation of Training and Future, founded in 1958. It has more than 40.000 students of 50 different nationalities



CEDEU UNIVERSITY COLLEGE is an official University College legally recognised by the Government of the Autonomous Community of Madrid:

- Registered as such in the Registry of Universities, Centres and Degrees of Spain (RUCT) of the Ministry of Education, Culture and Sport with the number 28053897.
- Registered at the European Commission with the PIC 917774716, with the ERASMUS+ E MADRID213 Code and with the registration number M567603.



At CEDEU we base our work on innovation, social transformation, the promotion of entrepreneurship and the empowerment of talent as vital pillars of our institution.



Madrid is the ideal City for university studies. CEDEU is located in the heart of the Salamanca district of Madrid, at Calle José Picón, number 7, with modern facilities.



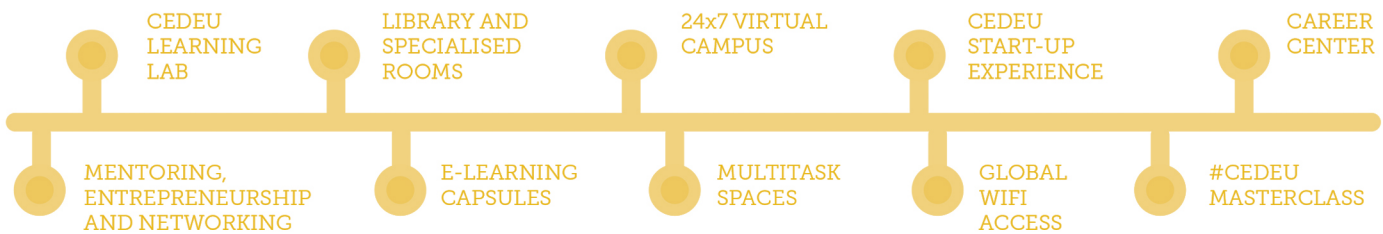
MADRID CAMPUS

CEDEU is located in the heart of Madrid, in Salamanca district, one of the most important financial and business centers in the world. It has a multitude of opportunities for employment and successful entrepreneurship.

Madrid is the only city in the world that has nine World Heritage Sites less than two hours away, our city is one of the most important centres of art and culture in Europe and has one of the most active events schedules in the world.

Madrid Centre Campus is very accessible by public transport, bus and metro, it's next to Diego de León metro station and Avenida de América interchange. CEDEU Campus offers students and professors a privileged environment for learning and the intercultural development. It's 100% accessible, with the best facilities and services.

It is undeniable that, in addition to its cultural capital status, Madrid is nowadays home to the largest corporate, business and legal headquarters in our country. Being the headquarters of the Spanish Government, the Congress and the Senate, it concentrates large volumes of social, organic, structural, legal and economic decisions.



PROGRAM OBJECTIVES

Studying the Bachelor in Marketing and Digital Strategies at CEDEU prepares and qualifies students to develop a professional career in the field of marketing, digital communication, and strategic brand management.

This program equips students with the knowledge and tools necessary to lead innovative marketing projects in companies, agencies, and organizations, both public and private.

This program enhances employability by providing a cutting-edge education focused on skills, abilities, and competencies essential for excelling in the competitive world of marketing. With an emphasis on excellence and innovation, students will be prepared to design, implement, and manage marketing strategies that drive business growth in the digital era.

SPECIFIC OBJECTIVES

- 🎯 Train professionals with a strategic and digital vision of marketing.
- 🎯 Develop skills in brand management, advertising, and digital strategies.
- 🎯 Integrate technological tools to optimize marketing campaigns.
- 🎯 Foster innovation and data-driven decision-making
- 🎯 To enable participants to learn a second language and start to use it in a professional environment



COMPETENCIES (TRANSVERSAL AND PROFESSIONAL)

Transversal Competencies

- 🧠 Analytical and critical thinking
- 👥 Leadership and teamwork skills
- 🔄 Adaptability to digital and changing environments
- 🗣️ Effective communication in global settings

Professional Competencies

- 📱 Design and execution of digital marketing strategies
- 📊 Data analysis and metrics for decision-making
- 📺 Social media management and advertising campaigns
- 🔍 Search engine optimization (SEO/SEM)

WHY TO STUDY AT CEDEU?

1. Innovation and Excellence
2. Innovative Methodologies
3. Counseling and Mentoring
4. International Programs
5. Group of teaching staff experts
6. Internships from the First Year
7. Extracurricular Training
8. Scholarships and Grants
9. Madrid Center Location
10. Leadership and Professional Skills
11. Programs
12. Innovation and Differentiation Programs
13. #CEDEU Masterclass
14. Business Startup Competition
15. IBEX Serious Game
16. CEDEU Start-Up Experience
17. University Mentoring Program
18. Social Collaboration Program
19. Leadership & Professional Skills
20. CEDEU Business Game

PROFESSIONAL WARRANTY 10 CEDEU

Commitment

1 CEDEU supports the formation of leaders with the capacity to develop positive excellence, equity, social commitment, ethics and civic responsibility. Its development is inspired by respect for freedom of thought and the reinforcement of personal and social humanist values.

Experience

2 The experience and extensive experience of the Board of CEDEU and the Universidad Rey Juan Carlos in high-level studies allows us to ensure the optimum levels of quality required by current university legislation.

Network

3 CEDEU maintains institutional relations with numerous ethical and international associations that guarantee the quality of our programmes. Companies and professionals can make their contributions with the certainty that our Institution will apply their recommendations for the benefit of our students.

Flexibility

4 Decentralised learning favours students with just-in-time learning methods. CEDEU adapts to fulfil the requirements of the participants in its university programmes.

Discipline

5 CEDEU's distance learning methodology demands a high level of commitment, responsibility and organisation, intrinsic qualities in today's professionals.

Methodology

6 CEDEU has developed a teaching methodology in which all the formative activities have been designed to meet the needs of students who want to study while facing their professional and family obligations.

Excellence

7 The official university programmes offered by CEDEU have the favourable opinion of the National Agency for Quality Assessment and Accreditation (ANECA).

Personalisation

8 The professor controls at any time the level of the student's participation, being able to detect his/her particular needs with a much more personalised attention.

Cost

9 CEDEU offers costs and a flexible financing system perfectly adapted to the reality of the environment to which our programmes are directed

Interactivity

10 CEDEU is committed to the exchange of ideas, experiences and opinions by providing forums, chats, social networks and other participation and interaction tools for professionals.



CEDEU's teaching staff is formed by a team of professional experts with degrees and specialized professionals, both PhDs and business people with extensive experience in university education and in their professional activity.

Strong teacher-student relationships in corporate internships, plus Virtual Campus integration for online learning.



**3+1 Double Bachelor:
European Official Degree**

Combine 3 years of excellence at CEDEU's campus with one dynamic year at Dublin Business School, where you'll earn dual qualifications to launch your international career.

BACHELOR IN Marketing Management and Digital Strategies

- **Global Program**
- **3 years**
- **180 ECTS**
- **Onsite**
- **Madrid**

Studying the Bachelor in Marketing and Digital Strategies at CEDEU trains and qualifies students to develop a professional activity in the field of business management, auditing and consultancy of consulting organizations, both public and private.

The BBMS by CEDEU was born from the need to approach a professional reality where the employability of our students increases considerably with a formation training in skills, abilities and competencies for success in the professional world. With a training of excellence and innovation in the field of business management.

Erasmus+ International Experience

CEDEU offers study options at BMDS Global's European campuses to be able to carry out this semester

STUDY PLAN

First Year - 1st Semester		Second Year - 3rd Semester		Third Year - 5th Semester	
Introduction to Marketing	6,0	E-Commerce and Digital Marketing	6,0	International Marketing	6,0
Consumer Behavior	6,0	SEO and SEM	6,0	Influencer Marketing	6,0
Communication Fundamentals	3,0	Social Media Management	6,0	Marketing Process Automation	6,0
Data Analysis in Marketing	3,0	Big Data and Business Intelligence	3,0	Digital Ethics Legislation	3,0
International relations	3,0	Service Marketing	6,0	Cybersecurity	3,0
Spanish	3,0	Spanish	3,0	Spanish	3,0
Internships	3,0	Internships	3,0	Internships	3,0
TOTAL - 1st Semester	27,0	TOTAL - 3rd Semester	33,0	TOTAL - 5th Semester	30,0
First Year - 2nd Semester		Second Year - 4th Semester		Third Year - 6th Semester	
Advertising Strategies	6,0	Artificial Intelligence in Marketing	6,0	Final Project	6,0
Content Marketing	6,0	Email Marketing Strategies	6,0	Growth Hacking	6,0
Graphic Design and Branding	3,0	Consumer Psychology	3,0	Crisis and Online Reputation	6,0
Innovation & Entrepreneurship	3,0	Finance for Marketing	6,0	Agile	3,0
Marketing B2B B2C	6,0	Spanish	3,0	Spanish	3,0
Spanish	3,0	Internships	3,0	Internships	3,0
Internships	3,0				
TOTAL - 1st Semester	30,0	TOTAL - 3rd Semester	27,0	TOTAL - 5th Semester	27,0
					Global program 180 ECTS



**Bachelors Degree in
Marketing and Digital Strategies**



Digital Marketing Manager

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



Brand Manager

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



Social Media Manager

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



SEO/SEM Specialist

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



E-commerce Manager

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



Digital Marketing Consultant

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Content Strategist

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



Marketing Data Analyst

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



Digital Advertising Manager

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



UX/UI Specialist

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



Digital Communication Director

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



Inbound Marketing Specialist

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



Growth Hacker

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



Marketing Innovation Director

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



CRM and Customer Loyalty Manager

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.



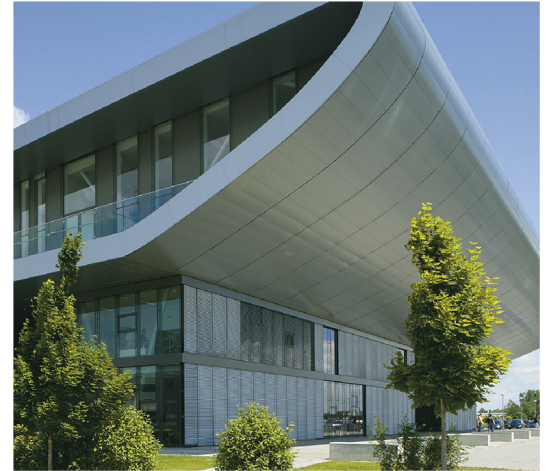
Entrepreneur in Digital Marketing

Introducir texto particular de cada puesto, no se si los generaremos con ia o algo asi.

INTERNATIONAL EXPERIENCE

Students can choose to study one semester at one of the BMDS Global campuses with which CEDEU has exchange agreements throughout Europe via Erasmus+ agreement with CEDEU.

- AMBIS VYSOKA SKOLA AS, INTERNATIONAL OFFICE | 🇨🇪 CZECH REPUBLIC
- FACHHOCHSCHULE BURGENLAND GMBH | 🇦🇹 AUSTRIA
- HAUTE ECOLE LUCIA DE BROUCKERE | 🇧🇪 BELGIUM
- IBS NEMZETKOZI UZLETI FOISKOLA | 🇭🇺 HUNGARY
- INSTITUTO SUPERIOR DE ADMINISTRAÇÃO E GESTÃO | 🇵🇹 PORTUGAL
- ISAG, EUROPEAN BUSINESS SCHOOL | 🇵🇹 PORTUGAL
- KLAIPEDOS VALSTYBINE, KOLEGIJA | 🇱🇹 LITHUANIA
- LIBERA UNIVERSITA MARIA SANTISSIMA ASSUNTA | 🇮🇹 ITALY
- TRANSILVANIA UNIVERSITY OF BRASOV | 🇷🇴 ROMANIA
- UNIVERSITA DEGLI STUDI DEL MOLISE | 🇮🇹 ITALY
- UNIVERSITÉ DE LORRAINE - FACULTÉ DE DROIT, ECONOMIE ET ADMINISTRATION | 🇫🇷 FRANCE
- UNIVERSITÉ DE LORRAINE - INSTITUT SUPERIEUR FRANCO ALLEMAND DE TECHNIQUES ET D'ÉCONOMIE | 🇫🇷 FRANCE
- UNIVERSITY LAZARSKIEGO | 🇵🇱 POLAND
- VICENT POL UNIVERSITY. AKADEMIA NAUK STOSOWANYCH WINCENTEGO POLA W LUBLINIE | 🇵🇱 POLAND
- VISSHE UCHILISHTE PO MENDZHMANT | 🇧🇬 BULGARIA



*This list of University Institutions can be modified according to the environment and university activity.

WHERE DO OUR GRADUATES WORK





Xiaoya Rojas | Bachelor in Law

China

"At CEDEU they have made me feel very welcome, I have been able to meet many people with whom I have formed a great friendship. They always encourage participation and relationships among classmates"



Shreyansh Saha | Bachelor in Tourism and Hotel Management

India

"Coming to Madrid to study at CEDEU has been a dream. Madrid is a beautiful city, with many opportunities, which CEDEU offers. I think we get comprehensive and transversal training in all aspects and qualities that we need for a successful future."



Yedidiah Elonga | Bachelor in Tourism and Hotel Management

Canada

"I'm grateful to the teachers and staff of the centre because they have made the welcome to another country, which is a big change. They are always available to help and are very approachable. It also helps to be surrounded by diverse cultures and nationalities."



Paula Garvía Cabañas | Bachelor in Business Administration

Spain

"I was drawn to business due to its vast opportunities, especially in Spain as a major economic hub. CEDEU's Bachelor in Business Administration program perfectly matched my desire for both theoretical knowledge and international experience."



Liliana Inés Viera Moreno | Master in Digital Marketing

El Salvador

"I'm happy that I decided to move to Madrid and pursue my degree. They provide so many opportunities that I am taking advantage of to further my future. The curriculum and the competencies of the teachers really facilitate our learning."



Elena Gil | Bachelor in Business Administration

Spain

"I loved the programme structure because it is very professionally oriented, with subjects aligned with the current demands of the sector. The hands-on experience and business connections confirmed I made the right choice."



Marios Theodoros | Bachelor in Tourism and Hotel Management

Grecia

"I chose this program after hearing reviews and seeing how satisfied students were. The counselors were incredibly helpful and patient in explaining everything, which gave me confidence. The chance to study in an international environment attracted me."



Merdi Phoba | Bachelor in Business Administration


DRC

"I think that coming to Madrid is a great opportunity. I love everything about the center, from the teaching methods to the internships and activities. The warm Spanish culture and friendly people make it even better. I would definitely choose this program again."

Bachelor in Marketing and Digital Strategies



 L4  L5  L6
Diego de León

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STUDENTS FROM ALL OVER THE WORLD TRUST US

Since its foundation, CEDEU has been teaching students of more than 50 nationalities.



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