

UVIC

UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL
DE CATALUNYA

ieconline GmbH
Marienstrasse 19/20, D-10117 Berlin
Tel. +49 (0)30-20458687
www.ieconline.de

**Continuing
Education**

be who
you want
to be

An aerial photograph of a coastal city, likely Barcelona, showing a sandy beach, a rocky pier extending into the sea, and a dense urban landscape with various buildings, including a prominent blue glass skyscraper. The sky is clear and blue.

Master Strategic Marketing and Innovation

University of Vic -
Central University of Catalonia

UNIVERSITY OF VIC - CENTRAL UNIVERSITY OF CATALONIA

The University of Vic - Central University of Catalonia (UVic-UCC) is an independent state-supported educational institution. It is owned by the Balmes University Foundation, two thirds of whose Board of Governors are representatives of local and Catalan national institutions, and it participates in the public university enrolment system and public student grant schemes.

UVic has a strong commitment to the economic and social development of the surrounding region of Barcelona and Catalonia through teaching, research and knowledge transfer, imbued with a distinctive international vocation. UVic considers multilingual training key to increased mobility of university students and staff, and the study of language and culture an excellent vehicle for gaining a wider awareness of today's world.



UVIC-UCC INTERNATIONAL CAMPUS

This is an umbrella organisation for UVic-UCC activities aimed at an international public: providing mobility and exchange programmes, postgraduate courses, research programmes, continuing education and international cooperation projects.

UVic-UCC has exchange agreements with universities and institutions in forty countries all over the world and makes an effort to ensure that international students at UVic-UCC feel at home, and the small size of the university means more opportunities for student-staff interaction, promoting study and personal development. UVic meets the needs of international students through the International Relations Unit and Student Services.

The International Relations Unit coordinates and supports the international activities of faculties and teaching centres, working together with the international academic coordinators in each of our centres and international projects team to streamline and develop relations with educational institutions abroad.

→ Contact **ieconline** GmbH
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MASTER STRATEGIC MARKETING AND INNOVATION

This master's degree is designed to train you in integrated techniques in the fields of management, planning, organisation, marketing strategy and company innovation.

The aim of the master's degree is to develop your skills and knowledge to recognise the strategic role of marketing and lead in the development of new markets and company innovation.

Companies need professionals who can differentiate themselves in a highly competitive environment.

The programme is divided into three large blocks of content: The first block is related to business management and includes updated, rigorous and all-round training

in structuring organisations, with an emphasis on advanced concepts of strategy, leadership, information and financial systems.

The second block is related to the field of marketing and students are trained to develop a strategic vision of marketing in terms of positioning an organisation, market segmentation, planned communication and data management.

Finally, the third block is related to the field of innovation and students are trained to consider innovation as a principle tool, not only to generate elements of strategic differentiation in markets, but also to produce new combinations of products in free market systems.

The master's degree also offers a module providing distinctive methodologies to foster innovation.

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ECTS: 60

Dates: From January to June and from September to December

Timetable: Afternoon classes from 3 pm to 7pm

Type of course: On-site (Campus Barcelona, via Augusta 123)

Language of instruction: English

Orientation: Professional and research

Coordinator: International Unit
 (relin.fec@uvic.cat)

Admission requirements: Applicants need to meet the general admission requirements for this kind of course. Check your eligibility at www.uvic.cat/en/accesmasters

Professional Profile: programme aimed primarily at graduates and professionals who occupy generalist positions or management technicians who want to gain access to higher positions in the fields of Strategy, Marketing and Innovation.

Fees: 10.250 € (taxes included)

PROGRAM

Modules

Business Management	Strategy in High Speed Environments	3
	Leadership and Management Skills and Techniques	3
	Information Systems and Management	3
	Funding Innovation	3
Strategic Marketing	Strategic Marketing	3
	Marketing Creation Strategies	3
	Branding and Corporate Identity	3
	Market Research Methodologies	3
Innovation	Strategic Innovation	3
	Innovation Management	3
	Digital Transformation	3
	Open Innovation	3
Specialised Knowledge and Methods of Marketing and Innovation	Innovation in Marketing	3
	User-Centred Innovation	3
	Experiential Marketing	3
	Digital Marketing	3
	Design Thinking	3
	Intrapreneurship	3
	Practicum internship	3
Master's Degree Final Project	Master's Degree Final Project	12

THE UNIVERSITY OF UVIC-CENTRAL UNIVERSITY OF CATALONIA IN BARCELONA

The international reputation of Barcelona, the capital of Catalonia, has encouraged links with cities all around the world.

Barcelona is a friendly Mediterranean city, with over 2,000 years of history. Its commercial, manufacturing and creative talent has given the city a dynamic, modern atmosphere.

A strong commitment to knowledge creation, economic activity and sustainability make Barcelona an ideal gateway to southern Europe and the Mediterranean.

The cosmopolitan character of the city and its capacity to attract international talent, fostering business development and entrepreneurial initiatives, with cutting-edge research, keep the city at the forefront of innovation and competition in a globalised world.



Because of the international reputation of Barcelona as a centre of knowledge, the University of Vic - Central University of Catalonia offers design and business courses in Barcelona, where we have an office in the very heart of the city that acts as a student support service. It has a privileged location in the centre of Barcelona

The office occupies 40 m2 on the ground floor, and five classrooms on the sixth floor. It is equipped with the latest technology and designed according to the UVic-UCC Premises Plan based on the following criteria:

- Flexibility and multifunctionality: facilities that can easily be adapted to changing needs as required
- Optimisation, use and streamlining of space
- Incorporation of the latest technology
- Brand identification
- Sustainability





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08500 Vic, (Barcelona)
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PRACTICAL INFORMATION

Accommodation

Different types of accommodation are available in Barcelona: flats and rooms for rent, rooms in halls of residence, hostels and hotels. UVic offers advice on accommodation to suit your budget and needs, ensuring that you have a comfortable stay during your studies. We recommend the following links:

Barcelona

bcu.cat/en/accommodation-in-barcelona/

UVic Information Office - Barcelona

The UVic Information Office helps international students with all kinds of personal and academic issues and can deal with any questions you may have before, during or after your stay in Barcelona.

Via Augusta, 123 – 08006 Barcelona





→Master
**STRATEGIC MARKETING
AND INNOVATION***

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**Pending approval*

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DE CATALUNYA



www.uvic.cat/masters

MASTER IN **STRATEGIC MARKETING AND INNOVATION**

DESCRIPTION

The aim of the master's degree is to develop your skills and knowledge to recognise the strategic role of marketing and lead in the development of new markets and company innovation.

Companies need professionals who can make them differentiate in a highly competitive environment.

The programme is divided into three large blocks of content:

The first block is related to business management and includes updated, rigorous and all-round training in structuring organisations, with an emphasis on advanced concepts of strategy, leadership, information and financial systems.

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