



CEU UCH

ESCE

INTERNATIONAL

BUSINESS

SCHOOL

PROGRAM

Master in Marketing



CEU | *Universidad
Cardenal Herrera*

 **ESCE** INTERNATIONAL
BUSINESS SCHOOL

In collaboration with ESCE International Business School (France), this program is open to students of the Marketing Degree of our university. Those who wish to follow the itinerary and receive a Master's degree in Marketing from this prestigious French school, will have to spend two semesters in Paris and pass 60 ECTS credits corresponding to subjects taught in English or optionally in French.

With the defense of the TFG at CEU UCH and the passing of all the credits of the program, you will be able to obtain your international Master's degree.

WHAT IS IT ABOUT?

The program has been organized so that the exchange of students takes place during two semesters of the 4th or 5th year (semesters number 7 and 8 or 9 and 10) and they will be admitted only if they will have previously passed at least 180 or 228 ECTS which corresponds to the ECTS of the entire degree (240 ECTS).

To obtain the degree from the home university each student must follow at least 2 semesters (60 ECTS) at the partner university and pass the corresponding exams.

Students of ESCE International Business School and CEU Cardenal Herrera University usually defend the final exam thesis at ESCE during the fifth year. The Thesis will be developed according to the rules of ESCE International Business and CEU Cardenal Herrera University.

CEU UCH students will study at ESCE: International Business Management Execution, International Sales Development, Research Methods for final dissertation, French Language course, Internship and the final thesis.



WHO CAN APPLY?

Marketing Degree students.

CONTACT

For any questions or other information please contact:
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