

Academic Brochure



European Business School of Barcelona

In collaboration with:



Cum Laude
Award 2023:



Welcome to ENEB

The World's Leading Business School

We are dedicated to transforming lives through high-quality education. Recognized as the #1 business school by Innovatec for our technological innovation, we offer a dynamic and engaging learning environment designed to equip you with the skills to succeed in today's competitive world.



Why ENEB?

ENEB - European Business School of Barcelona stands out as a leading institution in online education specializing in master's and postgraduate programs designed to boost your career on a global scale. With a strong international presence and courses offered in Spanish, English, and Portuguese, ENEB positions itself as the perfect choice for those seeking educational excellence without borders.

All educational programs offered by ENEB grant University Certification as they are endorsed and certified by the Isabel I University, thus validating the quality and recognition of your education internationally. Upon completing your studies, you will be eligible to receive ECTS (European Credit Transfer System).

MAIN PARTNERS



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Isabel I



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Universidad
AUTONOMA
DE NARIÑO





You are our mission, our values and our goals

Our mission at ENEB is to transform your life, empowering you to choose your own path and dedicate your time to what you are most passionate about, with no limits to achieving your goals. We envision ourselves as the gateway to your life objectives, offering accessible, top-quality education for everyone. We are committed to ensuring no talent is left behind and to making a positive impact on society. With over 19,000 students annually, we feel a profound responsibility to make a real difference.



We want to transform our students' lives, from point A to point E.

We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few.

With over 19,000 students each year, we feel a profound responsibility to make a meaningful impact on society.

ENEB in the world

At ENEB, each country represents not just a new territory, but a fresh opportunity to transform the world. Over 150,000 students across 125 countries have wisely chosen ENEB to shape their future and make a global impact.



ENEB in Numbers

Numbers are not just figures; they are the result of our relentless effort and dedication. At ENEB, our impressive stats reflect our commitment to excellence and our global impact on education and transformation.



Accreditations

All the certificates of our training programmes are issued by ENEB Business School and certified by the Universidad Isabel I, which belongs to the European Higher Education Area guaranteeing the homogeneity and quality of the training. ENEB master's and postgraduate programs have the highest recognitions, approvals and homologations that guarantee the educational quality of their content. They are highly valued professional trainings in the field of each of the different areas of knowledge. The homologations, accreditations, memberships, certifications, registrations and recognitions of ENEB are the following:



Remote learning

ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



Evaluation is done through the presentation of a final assignment per subject, after passing self-assessments. These self-assessments do not affect your final grade but help you measure your progress in learning. Final assignments are evaluated and corrected by the team of tutors and professors. There are no final tests or theoretical exams.

Flexibility is not only reflected in the delivery of assignments but also in the adaptability of the program to your needs. You can follow the order of subjects that best suits your time, needs, or concerns.

ENEB has a complete team of tutors available 7 days a week to guide and advise you on practical cases, ensuring your success in each subject.



Flexible



Customised



Accessible



Online



Our Methodology

At ENEB, you learn by making decisions through Harvard-backed case studies, guided by 200+ active professionals, all within our immersive Metaverse campus. Rather than focusing on memorizing information, we place the emphasis on preparing you for real-world business decisions.



SPECIAL PROGRAMS

“The Food Truck Challenge”

Simulator in which you will manage a succesfull food truck in the city of Boomtown.

You will work in teams to make decisions, after each decision there will be a debriefing and the decisions made and results obtained by each team will be discussed.

With content from Harvard Business Publishing Education.





Live Classes in the Metaverse

Our synchronous live classes are held from Monday to Thursday through the ENEB Metaverse (NUBI). These classes feature the participation of experts in various educational areas. The schedule of classes may vary depending on the availability of speakers, but you will always have access to the updated calendar several weeks in advance.

Although attendance at these classes is not mandatory, they are highly recommended as they offer an interactive and practical experience on the most relevant topics of the business world in all its dimensions.

If you are unable to attend a live class, do not worry. All sessions are recorded and available on the virtual campus shortly after they take place, so you can access them at any time that suits you.

A blurred background image showing a person's face on a laptop screen, with a hand visible in the foreground near the keyboard.

Flexible Learning

24/365 Access

Study at your own pace with our flexible 24/365 methodology. Whether you are a busy professional or managing other commitments, our programs are designed to fit into your life. You can start and complete your studies at your convenience, ensuring a stress-free and adaptable learning experience.

Self-Assessment and Practical Assignments

Evaluation is done through the presentation of final assignments per subject, following self-assessments that help you measure your progress. Our flexible approach allows you to follow the order of subjects that best suits your time and needs.

Calendar

All our Masters, Management Development Programs and Advanced Courses have a flexible start date, i.e. they begin when you wish and inform us. The duration of each of them will depend on the number of credits, ranging from 1 month for the Higher Education Courses, 5 months for the Executive Courses, 9 months for the Masters, 12 months for the Double Masters and 14 months for the Global MBA.

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Thanks to our
7/24
Method

**we will answer all your
questions and doubts every
day of the year through the
Virtual Campus.**



What we offer:

- Welcome sessions
- Live classes from Monday to Thursday in our NUBI metaverse with active professionals
- Academic Q&A with our Secretary team in the metaverse
- Possibility of internships in companies
- Partnerships with other schools and businesses
- Registration in our job bank
- Networking opportunities and access to the ENEB Community
- Student card



Class President

As part of ENEB's commitment and excellence to students around the world, all programs have Class Presidents who not only are primary guides and supporters within the institution, but also key figures in fostering a robust networking network designed to expand your professional and academic opportunities.

All students are invited to connect with them to stay abreast of the latest developments and opportunities in our academic community. These leaders will offer you valuable resources and strategic advice to maximize your potential for employability and academic success.

Connect, collaborate and grow with us!



Saqib Achakzai
MBA

Senior Manager at Deloitte in London, he is a chartered accountant with more than fifteen years of experience in financial services. His experience includes business transformation, regulatory compliance and financial audits for clients in the UK, US and Middle East.



Richard Overton
MBA + Master in Project Management

Chief Engineer with over 29 years of manufacturing and business management experience. Specialized in operational efficiency, safety standards and team leadership. Expert in methodologies such as FMECA, DMAIC, 5S and TPM. Known for driving efficiency and leading goal-focused teams.



Roner Chichirita
MBA + Master in Big Data and Business Intelligence

A nurse from the Philippines working in a major German hospital, he is pursuing an MBA and a master's degree in Big Data and Business Intelligence at ENEB. His goal as Class President is to improve his leadership skills and help students. In addition, he works as a tax advisor for the Filipino community in Hamburg and enjoys building IKEA furniture and creating websites as a hobby.



Steven Poole
MBA + Master in Logistics

Steven Poole is a recognized leader in the Australian rail industry with more than 20 years of experience. He is currently a principal investigator at Australia's largest rail operator, where he has achieved notable reductions in workplace safety incidents and injuries, as well as significant improvements in staff performance and management.



Samir Bouazzi
MBA + Master in Team Management

An experienced IT, sales and business development professional, he holds a degree in Computer Science from Tunisia. He has managed projects on all continents and currently works as a Section Supervisor at Darwish Holding in Qatar, driving sales growth and fostering team excellence. His commitment to customer satisfaction, innovative strategies and team development make him a valuable professional to be Class President.



What do we expect from students

Success is the result of constant effort. There are no shortcuts to excellence. Dedicate yourself fully to each task and project, and the results will speak for themselves.



-  Active Participation
-  Visible Presence
-  Maximize Opportunities
-  Perseverance
-  Community Creation
-  Active Networking
-  Exemplary Leadership
-  Constant Effort

"I couldn't be happier with my studies at ENEB. The online platform includes current content applicable to real-life scenarios, and the quality of the master's degree exceeded all my expectations."



"I'm impressed with the professionalism and dedication of the entire team of the school. From faculty members to administrative staff, every interaction and aspect of my experience has been excellent."

Certifications

Here is an example of the certificates by ENEB and the University Isabel I that may be issued depending on your program of study.



Certificate of completion



Internship program

ENEB Business School is recognised by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the labour market, will allow you to get on perfectly in any company or organization and to develop a promising career. To make that possible, the school has an agreement with renowned business firms and an employment program where students can access more than 14,000 national and international job offers.

In its pursuit to promote the labour insertion of the students, ENEB Business School, among its free services, offers the possibility of undertaking internships in companies as a complement to their training plan. The objective of this internship, established through a Private Collaboration Agreement between the school and the company, is to allow training in work centres that reproduce the usual conditions of the business environment as part of their training plan.

We provide effective solutions to the growing training needs requested by companies for their future employees. We have an avant-garde research department to update and adapt new trends to the current market as well as a networking space for the meeting of students, managers, professionals, academic experts and entrepreneurs who want to exchange experiences and opinions. Below are some of the companies and organizations where our internships take place:



International character

In addition, all the students focused on international business, business sciences, management, business administration and management, can apply for an international internship through our partners Worldwide Internships and Pic-Management in the United States, Mexico, Dominican Republic, Spain, France, Thailand, China, Malaysia, United Arab Emirates and New Zealand, among others.



Job Opportunities

ENEB Business School is recognized by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the working world, allow students to grow professionally and climb their career ladder in any company.

To make this possible, ENEB Business School has an agreement with major business firms and employment exchanges with more than 14,000 offers available to its students within the business environment. Registration is optional, and we maintain the strictest confidentiality according to the Personal Data Protection Law in compliance with the European Regulation of Data Protection RGPD 2016/679 and RD of development 1720/2007.

Our team will advise our students on the adaptation of their curriculum and cover letters to ensure their employability in selection processes.



Scholarships and grants

ENEB has limited places available for each of the scholarships aimed at all Master's Degree and Management Development Program students who meet the following requirements:

Direct Scholarship: Without requirements or limitations in each enrollment period. Get your Direct Scholarship now without administrative procedures.

Scholarship for Academic Excellence: Intended for those students whose academic and professional qualifications have a profile of excellence.

Entrepreneurial Talent Scholarship: Designed for all those entrepreneurs who wish to study a Master's or Postgraduate degree in order to apply it to their professional career.

Women and Equality Scholarship: Designed for female candidates who want to grow professionally and achieve the highest level of education. In ENEB, we are committed to gender equality and we encourage woman's integration into the workforce..

Management Scholarship: Intended for all those professionals whose roles of responsibility requires them to continually grow and evolve..

Corporate Scholarship: DIntended for all those professionals who want to boost their career and opt for higher positions.

Scholarship for self-employed professionals: Intended for self-employed professional who wish to pursue a Master's or Postgraduate degree to gain an in-depth knowledge of their sector or to acquire the necessary skills to grow their business.

SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

Scholarship for the unemployed: Intended for all those who wish to pursue further studies in order to re-enter the job market.

Geographical Mobility Scholarship: Intended for all applicants who wish to study from anywhere in the world and thus, acquire a global view of the business world.

We are committed to making education accessible to everyone

At ENEB, we are dedicated to democratizing education through exceptional affordability and quality. Our commitment drives us to invest in creating opportunities for every student to thrive and excel, regardless of financial constraints.



“ENEb not only offered me the chance to complete my master’s degree at an unbeatable price but also provided the flexibility I needed to achieve my goals. This experience has truly transformed my life, opening doors to new opportunities and shaping my future in profound ways.”

“I found everything I needed at ENEb: quality content in a format that allowed me to balance work, personal life and study, and at a price I could afford.”



A photograph of two women sitting on dark stone steps in front of a modern building with large glass windows. The woman on the left is wearing a light blue t-shirt and jeans, holding a large open book or folder. The woman on the right is wearing a light blue button-down shirt and a long skirt, holding a tablet. They are both smiling and looking at the tablet. A large, semi-transparent red circle is overlaid on the left side of the image. The text 'EXECUTIVE COURSE IN SEARCH MARKETING' is written in white, bold, sans-serif capital letters at the bottom of the image.

EXECUTIVE COURSE IN SEARCH MARKETING

INTRODUCTION

The Executive Course in Search Marketing is an advanced training program designed to train marketing and advertising professionals in effective search engine marketing strategies. In this program, participants will acquire knowledge and skills in the use of SEO and SEM tools and techniques to improve the performance and visibility of websites in search results.

Choose to train at ENEB, one of the most prominent distance business schools in Europe, allowing you to train at the highest level from anywhere, with daily support from all professors and tutors.

TWO DIPLOMAS

Upon completing your studies, you will be eligible to receive a double certification awarded by the European Business School of Barcelona, endorsed and certified by Universidad Isabel I:

- Executive Course in Search Marketing

WHO IS IT FOR?

The Executive Course in Search Marketing is aimed at:

- Digital marketing professionals who wish to specialize in the strategy and management of search campaigns in search engines (SEO and SEM).
- Entrepreneurs who want to boost their online business and increase their visibility in search results.
- Marketing managers who need to update their knowledge in search engine marketing and maximize their ROI.
- Ecommerce managers looking to improve their product positioning and increase their online sales.
- Communication and advertising professionals who wish to broaden their knowledge of digital marketing and gain a comprehensive view of search strategy.

OBJECTIVES

The curriculum of the Executive Course in Search Marketing aims to equip students with the following knowledge and skills:

- Acquire knowledge in the latest SEO and SEM trends and tools.
- Understand how search engines work and how they can be used to improve website visibility and traffic.
- Learn how to identify and use effective keywords in online content and advertising.
- Develop skills in creating effective search engine advertising campaigns.

- Understand how to measure and analyze the results of search engine marketing campaigns.
- Learn how to develop customized and effective search engine marketing strategies for different types of businesses and audiences.

CAREER OPPORTUNITIES

- **SEO Specialist:** a person trained to design and implement search engine optimization strategies, with the objective of improving the organic positioning of a website.
- **SEM specialist:** a professional trained to design and manage search engine advertising campaigns, with the objective of increasing a website's visibility and generating quality traffic.
- **Digital marketing consultant:** a marketing expert who offers advisory and consulting services in search strategies and search engine marketing, helping companies to improve their positioning and increase their online visibility.

ADMISSION

To be eligible for any of our Executive Courses, applicants must meet the following requirements:

- Hold a degree in any field (Bachelor's, Architecture, Higher or Technical Engineering, Licentiate, Diploma, or equivalent).
- University students currently pursuing a degree or equivalent higher education studies.
- Professionals with career prospects in their current positions.
- If you do not meet any of the above conditions, please contact the school, and the admissions department will evaluate your specific case.

YOUR EXECUTIVE COURSE INCLUDES:

- Executive Course in Search Marketing
- Access to the entire syllabus from day one
- Registration in our job bank
- Possibility of internships in companies
- Tutorials from Monday to Sunday
- 7" tablet as a gift

SECTION 1: MARKETING

- Topic 1. New role of the consumer
- Topic 2. The brand
- Topic 3. The ideal customer
- Topic 4. The customer journey
- Topic 5. Types of marketing

SECTION 2: MARKETING STRATEGY

- Topic 1. Marketing strategy
- Topic 2. The key to marketing
- Topic 3. Market analysis
- Topic 4. Advanced marketing strategy
- Topic 5. Action plan
- Topic 6. Marketing channels
- Topic 7. Target price

SECTION 3: WEB POSITIONING

- Topic 1. How to attract customers
- Topic 2. SEO: Organic Optimization
- Topic 3. SEM: Payment optimization
- Topic 4. Automating sales
- Topic 5. Growth hacking
- Topic 6. Marketing automation
- Topic 7. Psychology in marketing

SECTION 4: MARKETING ANALYTICS

- Topic 1. How to optimize your website
- Topic 2. Web traffic management
- Topic 3. Affiliate marketing and its measurement
- Topic 4. Google Data Studio

SECTION 5: DATA MANAGEMENT

- Topic 1. Open data
- Topic 2. Data management
- Topic 3. Data privacy
- Topic 4. Data storage
- Topic 5. Strategy and data

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: MARKETING

This section establishes a foundational understanding of marketing principles and strategies, which are crucial for implementing effective search marketing practices.

Topic 1: New Role of the Consumer

This topic explores how the role of consumers has evolved with technological advancements and digital media. Students will learn about the shift from passive recipients of marketing messages to active participants in the marketing process, driven by online reviews, social media, and personalized content.

Topic 2: The Brand

Students will examine the concept of branding, focusing on how to create a strong brand identity. Topics include brand positioning, brand equity, and the development of a brand strategy that resonates with target audiences and differentiates from competitors.

Topic 3: The Ideal Customer

Identifying and understanding the ideal customer is critical for targeted marketing. This topic covers techniques for defining customer personas, analyzing customer needs and preferences, and segmenting the market to tailor search marketing efforts effectively.

Topic 4: The Customer Journey

The Customer Journey topic explores the stages a customer goes through from awareness to purchase and beyond. Students will learn how to map the customer journey, identify touchpoints, and develop strategies to engage customers at each stage through search marketing tactics.

Topic 5: Types of Marketing

This topic introduces various marketing types and strategies, including digital vs. traditional marketing, inbound vs. outbound marketing, and content marketing. Understanding these types helps in integrating search marketing into broader marketing efforts.

SECTION 2: MARKETING STRATEGY

This section focuses on developing comprehensive marketing strategies that drive successful search marketing campaigns.

Topic 1: Marketing Strategy

Students will learn how to craft a marketing strategy that aligns with business goals. This includes setting objectives, identifying target markets, and creating actionable plans to achieve marketing success through various channels, including search marketing.

Topic 2: The Key to Marketing

This topic covers core principles and frameworks for effective marketing. Students will explore concepts like the 4 Ps (Product, Price, Place, Promotion), the 7 Ps of services marketing, and strategic marketing models to build a solid foundation for search marketing.

Topic 3: Market Analysis

Market Analysis involves assessing market conditions, trends, and opportunities. Students will learn how to conduct SWOT analysis, PESTEL analysis, and competitive analysis to inform search marketing strategies and identify areas for growth.

Topic 4: Advanced Marketing Strategy

Advanced Marketing Strategy dives into sophisticated marketing techniques and tools. Topics include integrated marketing communications, advanced segmentation strategies, and the development of comprehensive marketing plans for competitive advantage.

Topic 5: Action Plan

Creating an actionable marketing plan is crucial for executing strategies. Students will learn how to develop detailed action plans, set milestones, allocate resources, and define key performance indicators (KPIs) for measuring success.

Topic 6: Marketing Channels

This topic explores various marketing channels, including digital and traditional media. Students will examine channel selection, integration, and management strategies to effectively reach and engage target audiences through search marketing and other channels.

Topic 7: Target Price

Target Pricing focuses on setting prices based on market research and business objectives. Students will learn about pricing strategies, cost analysis, and how to set prices that align with customer expectations and competitive positioning.

SECTION 3: WEB POSITIONING

This section covers techniques and strategies for improving a website's visibility and performance in search engines.

Topic 1: How to Attract Customers

Students will explore methods for attracting customers through search marketing. This includes strategies for increasing website traffic, leveraging online advertising, and creating engaging content to draw potential customers.

Topic 2: SEO: Organic Optimization

Search Engine Optimization (SEO) focuses on improving a website's organic search rankings. Students will learn about on-page and off-page SEO techniques, including keyword research, content optimization, link building, and technical SEO best practices.

Topic 3: SEM: Paid Search Optimization

Search Engine Marketing (SEM) involves using paid advertising to improve search visibility. This topic covers SEM strategies, including keyword bidding, ad creation, campaign management, and measuring the effectiveness of paid search campaigns.

Topic 4: Automating Sales

Automating Sales explores tools and techniques for automating sales processes. Students will learn about marketing automation platforms, sales funnels, and automated lead generation strategies to streamline sales efforts and enhance efficiency.

Topic 5: Growth Hacking

Growth Hacking involves innovative, low-cost strategies for rapid business growth. Students will study techniques for experimenting with marketing approaches, analyzing results, and scaling successful tactics to achieve business objectives.

Topic 6: Marketing Automation

Marketing Automation covers tools and strategies for automating marketing tasks. Students will explore platforms for email marketing, lead nurturing, and campaign management to improve efficiency and effectiveness in search marketing efforts.

Topic 7: Psychology in Marketing

This topic delves into consumer psychology and its impact on marketing strategies. Students will learn about psychological principles, such as persuasion, decision-making processes, and how to apply these concepts to create effective search marketing campaigns.

SECTION 4: MARKETING ANALYTICS

This section focuses on analyzing marketing data to optimize search marketing strategies and measure performance.

Topic 1: How to Optimize Your Website

Website Optimization covers techniques for improving website performance. Students will learn about user experience (UX) design, site speed, and conversion rate optimization to enhance website effectiveness in search marketing.

Topic 2: Web Traffic Management

Web Traffic Management involves strategies for driving and managing website traffic. Students will study techniques for analyzing traffic sources, increasing website visits, and optimizing traffic management to achieve marketing goals.

Topic 3: Affiliate Marketing and Its Measurement

Affiliate Marketing explores partnerships for driving sales and leads. Students will learn about affiliate marketing models, managing affiliate relationships, and measuring the performance of affiliate marketing campaigns.

Topic 4: Google Data Studio

Google Data Studio is a tool for creating and sharing reports and dashboards. Students will learn how to use Data Studio for data visualization, integrating various data sources, and creating reports to track and analyze search marketing performance.

SECTION 5: DATA MANAGEMENT

This section covers data management practices essential for effective search marketing and decision-making.

Topic 1: Open Data

Open Data focuses on the availability and use of publicly accessible data. Students will explore sources of open data, how to access and utilize this data for search marketing, and the potential for leveraging open data in marketing strategies.

Topic 2: Data Management

Data Management covers practices for organizing and maintaining data. Students will learn about data collection methods, data storage solutions, data governance, and best practices for managing marketing data.

Topic 3: Data Privacy

Data Privacy explores regulations and practices for protecting user data. Students will study data protection laws, such as GDPR and CCPA, and learn strategies for ensuring compliance and safeguarding customer information.

Topic 4: Data Storage

Data Storage covers solutions for storing and managing data. Students will learn about different storage options, including cloud storage, on-premises solutions, and hybrid approaches for managing marketing data.

Topic 5: Strategy and Data

Strategy and Data focuses on using data to inform strategic decision-making. Students will explore methods for data analysis, interpreting data insights, and applying these insights to develop effective search marketing strategies.