

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



Universidad
Isabel I



Harvard
Business
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Education

TECH PARTNERS

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power query



+ 100 PARTNERS

UIN UNIVERSIDAD
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Instituto
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de Posgrado



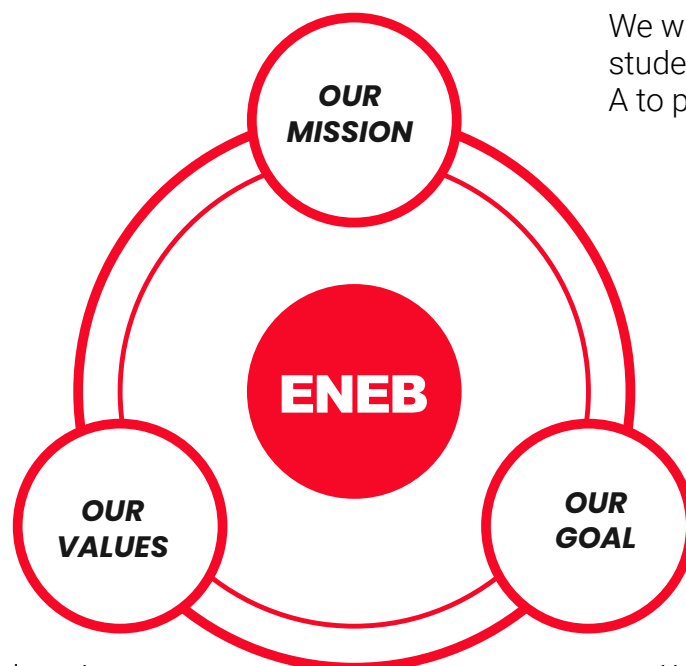
Cooperación
UNIVERSITARIA
AUTONOMA
DE NARIÑO





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.



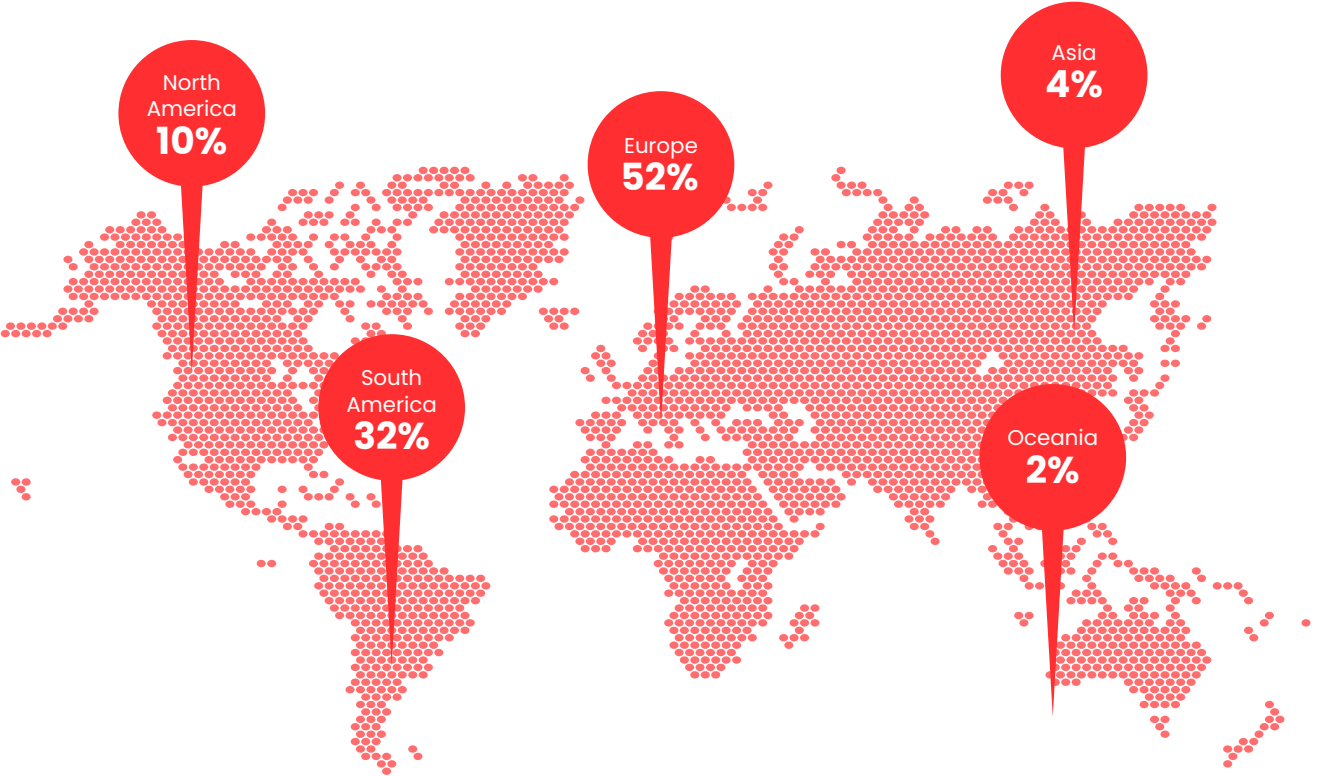
We want to transform our students' lives, from point A to point E.

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.

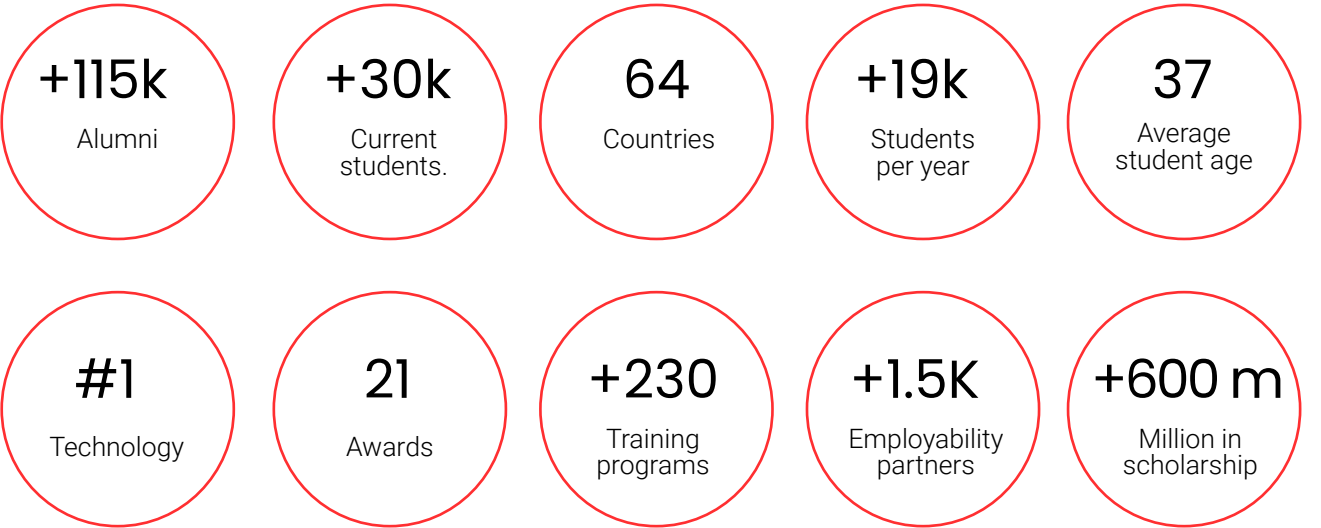
ENEB in the world

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 successful 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



**Harvard
Business
Publishing
Education**



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.

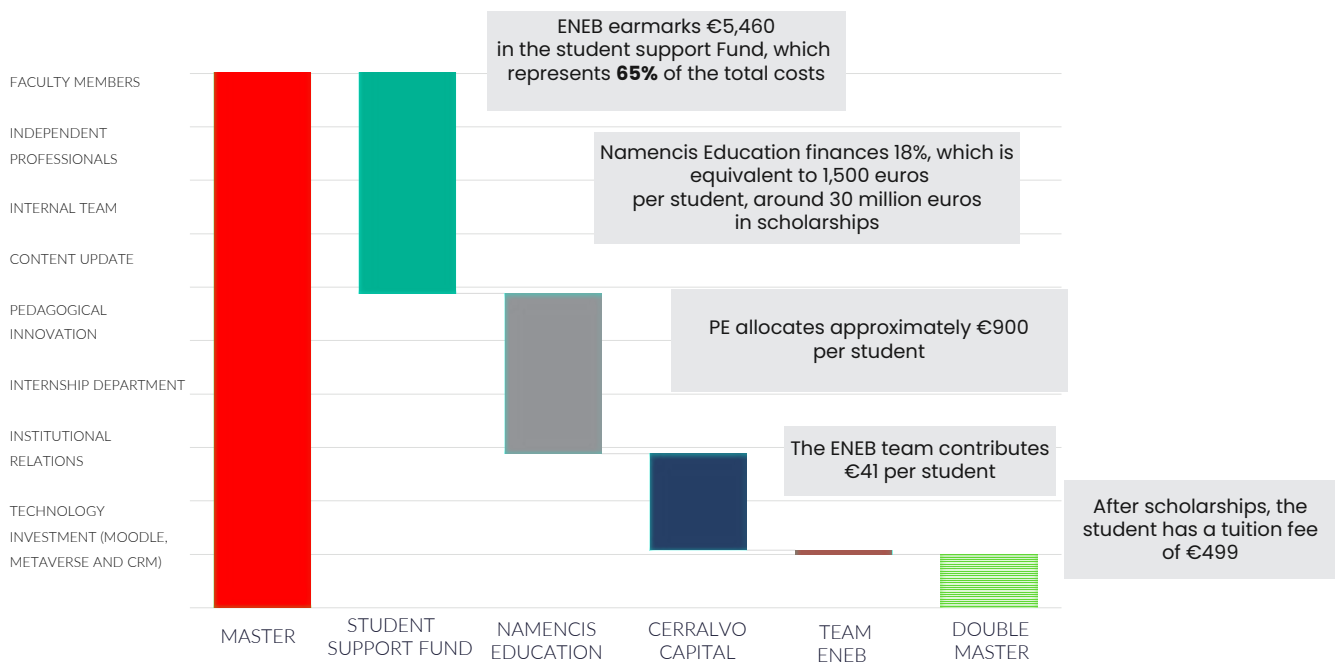
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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 the steps of a modern building with a glass facade. The woman on the left is holding a large folder or book, and the woman on the right is holding a tablet. They are both smiling and looking at each other. The building's glass reflects the surrounding cityscape. A large, semi-transparent red circle is overlaid on the left side of the image.

EXECUTIVE COURSE IN SOCIAL MARKETING

INTRODUCTION

The Executive Course in Social Marketing is a training program specialized in digital marketing strategies and techniques applied to social networks. The program covers a wide range of topics, from developing content strategies to measuring and analyzing results, as well as creating and managing online communities and segmenting target audiences. In addition, it also focuses on emerging trends in social media and how to leverage them to improve the performance of marketing campaigns.

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 Social Marketing
- Business Spanish Program Certificate (optional)

All our training programs come with an optional Business Spanish course, which will enable you to navigate an international work environment. If you choose not to take it, you will receive a single certificate.

WHO IS IT FOR?

The Executive Course in Social Marketing is aimed at:

- Marketing and communication professionals seeking to specialize in the field of social media and digital marketing.
- Social media managers, community managers and other profiles related to content management in social networks and digital platforms.
- Entrepreneurs and business owners who want to improve the online presence of their brand and increase their visibility on social networks.
- Professionals from any sector interested in learning about the latest trends in social media and digital marketing.
- University graduates in marketing, communication or related areas who want to develop a professional career in the field of social media.

OBJECTIVES

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

- Understand the fundamentals of social media marketing and learn how to develop an effective strategy.
- Master online content creation tools and techniques, as well as community management.

- Learn how to segment target audiences and use advanced targeting techniques to maximize the impact of advertising campaigns.
- Understand emerging trends in social media and learn how to leverage them to enhance brand presence online.
- Develop data analysis skills to measure and improve the performance of marketing campaigns.
- Learn how to work with limited budgets and optimize the return on investment in social media marketing.

CAREER OPPORTUNITIES

- **Social Media Manager:** responsible for the management and development of the social media strategy of a company or brand.
- **Influencer Marketing Specialist:** responsible for the planning and execution of advertising campaigns with influencers on social networks.
- **Digital Marketing Consultant:** expert in online marketing and advertising who advises companies and brands in the planning and execution of their social media and digital marketing strategies.

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 Social Marketing
- Business Spanish Program Certificate
- 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: SOCIAL MEDIA STRATEGY

- Topic 1. Social networks
- Topic 2. Social Media Action Plan
- Topic 3. Social media strategy
- Topic 4. Tools
- Topic 5. Listening to your audience
- Topic 6. Generate sales with your networks

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: MARKETING

This section introduces fundamental marketing concepts that are essential for understanding and implementing social marketing strategies.

Topic 1: New Role of the Consumer

In this topic, students explore the evolving role of consumers in the digital age. They will examine how consumers have become more informed, active, and influential through online platforms. The focus is on understanding the shift from passive reception of marketing messages to active engagement and feedback, and how this impacts social media strategies.

Topic 2: The Brand

This topic covers the principles of brand development and management. Students will learn about brand identity, positioning, and how to create a compelling brand narrative that resonates with target audiences on social media. The emphasis is on building a strong brand presence and reputation.

Topic 3: The Ideal Customer

Identifying and understanding the ideal customer is crucial for effective marketing. This topic teaches students how to develop customer personas, segment the market, and target their social media efforts to meet the specific needs and preferences of their ideal customers.

Topic 4: The Customer Journey

Students will study the stages of the customer journey, from awareness to purchase and beyond. They will learn how to map out this journey, identify key touchpoints, and develop strategies to engage customers effectively through social media at each stage of their journey.

Topic 5: Types of Marketing

This topic introduces various marketing types and methods, including traditional and digital marketing, inbound and outbound marketing, and content marketing. Understanding these types helps students integrate social marketing into broader marketing efforts and select the most effective approaches for their campaigns.

SECTION 2: MARKETING STRATEGY

This section focuses on creating and implementing effective marketing strategies that can be applied to social media campaigns.

Topic 1: Marketing Strategy

Students will learn how to develop a comprehensive marketing strategy aligned with business goals. This includes setting objectives, identifying target markets, and creating actionable plans to achieve success in social media marketing.

Topic 2: The Key to Marketing

This topic covers essential marketing principles and strategies. Students will explore fundamental concepts like the 4 Ps (Product, Price, Place, Promotion) and the 7 Ps of services marketing to understand how to craft effective marketing strategies for social media.

Topic 3: Market Analysis

Market Analysis involves evaluating market conditions, opportunities, and trends. Students will learn techniques for conducting SWOT analysis, PESTEL analysis, and competitive analysis to inform their social media marketing strategies and identify growth opportunities.

Topic 4: Advanced Marketing Strategy

Advanced Marketing Strategy delves into sophisticated techniques for achieving marketing success. Topics include advanced segmentation strategies, integrated marketing communications, and the development of multi-channel marketing plans for social media and beyond.

Topic 5: Action Plan

Creating an actionable marketing plan is essential for executing strategies. This topic covers how to develop detailed action plans, set measurable goals, allocate resources, and define KPIs for tracking the success of social media marketing efforts.

Topic 6: Marketing Channels

Students will explore various marketing channels, including digital and traditional options. They will learn how to select and integrate channels for effective social media campaigns and manage their use to reach and engage target audiences.

Topic 7: Target Price

This topic covers strategies for setting and managing prices. Students will learn about pricing models, cost analysis, and how to determine target prices that align with market conditions, customer expectations, and business objectives for social media promotions.

SECTION 3: WEB POSITIONING

This section focuses on techniques for improving a website's visibility and performance, which is crucial for successful social media marketing.

Topic 1: How to Attract Customers

This topic covers strategies for attracting customers to a website through social media and other channels. Students will learn methods for increasing website traffic, creating engaging content, and using social media to drive potential customers to their sites.

Topic 2: SEO: Organic Optimization

Search Engine Optimization (SEO) focuses on improving a website's ranking in search engine results. Students will explore techniques for on-page and off-page optimization, including keyword research, content creation, and link building to boost organic search visibility.

Topic 3: SEM: Payment Optimization

Search Engine Marketing (SEM) involves using paid advertising to improve search visibility. Students will learn about SEM strategies, including keyword bidding, ad creation, campaign management, and techniques for optimizing paid search efforts.

Topic 4: Automating Sales

Automating Sales explores tools and techniques for streamlining sales processes. Students will learn about sales automation platforms, creating effective sales funnels, and leveraging automation to generate leads and drive conversions through social media.

Topic 5: Growth Hacking

Growth Hacking involves innovative, low-cost methods for achieving rapid growth. Students will study strategies for experimenting with marketing approaches, analyzing results, and scaling successful tactics to drive growth through social media.

Topic 6: Marketing Automation

Marketing Automation covers tools and strategies for automating marketing tasks. Students will learn about platforms for email marketing, lead nurturing, and campaign management to improve efficiency and effectiveness in social media marketing.

Topic 7: Psychology in Marketing

This topic explores consumer psychology and its application in marketing strategies. Students will learn about psychological principles, such as persuasion, decision-making processes, and how to apply these concepts to create effective social media campaigns.

SECTION 4: MARKETING ANALYTICS

This section focuses on analyzing marketing data to optimize social media strategies and measure campaign effectiveness.

Topic 1: How to Optimize Your Website

Website Optimization covers techniques for improving website performance. Students will explore methods for enhancing user experience (UX), increasing site speed, and implementing best practices for conversion rate optimization through social media channels.

Topic 2: Web Traffic Management

Web Traffic Management involves strategies for increasing and managing website traffic. Students will learn techniques for analyzing traffic sources, optimizing traffic flow, and leveraging social media to drive and manage web traffic effectively.

Topic 3: Affiliate Marketing and Its Measurement

Affiliate Marketing explores partnerships for generating sales and leads. Students will learn about affiliate marketing models, managing affiliate relationships, and measuring the performance of affiliate marketing efforts through social media.

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 social media marketing performance.

SECTION 5: SOCIAL MEDIA STRATEGY

This section focuses on developing and implementing strategies specifically for social media platforms to achieve marketing objectives.

Topic 1: Social Networks

Students will explore various social media platforms and their unique features. This topic covers how to choose the right platforms for different marketing goals, understand platform dynamics, and leverage social media for effective marketing.

Topic 2: Social Media Action Plan

Creating a Social Media Action Plan involves developing a detailed strategy for social media marketing. Students will learn how to set objectives, define target audiences, plan content, and create a schedule for social media activities.

Topic 3: Social Media Strategy

This topic covers the creation of comprehensive social media strategies. Students will learn how to develop long-term social media plans, align strategies with business goals, and create effective campaigns to engage audiences and achieve marketing objectives.

Topic 4: Tools

Students will explore various tools for managing social media marketing efforts. This includes tools for content creation, scheduling, analytics, and social media management to streamline processes and improve campaign effectiveness.

Topic 5: Listening to Your Audience

This topic focuses on techniques for monitoring and understanding audience feedback. Students will learn methods for social listening, analyzing audience sentiments, and using this information to refine social media strategies and content.

Topic 6: Generate Sales with Your Networks

Students will explore strategies for leveraging social media networks to generate sales. This includes creating effective promotional content, managing sales funnels, and using social media tools to convert leads into customers and drive revenue.