

## Academic Brochure

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# European Business School of Barcelona

In collaboration with:



Cum Laude  
Award 2023:



# Welcome to ENEB

The World's Leading Business School

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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?

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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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Universidad  
Isabel I



Harvard  
Business  
Publishing  
Education

## TECH PARTNERS

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Numintec



hotmart



Z O H O



Power BI



Hawkings



power query



## + 100 PARTNERS

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UIN UNIVERSIDAD  
INSURGENTES



Instituto  
Europeo  
de Posgrado



Universidad  
AUTONOMA  
DE NARIÑO





## You are our mission, our values and our goals

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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

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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

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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

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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

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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

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### “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

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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 the laptop keyboard visible in the foreground.

## Flexible Learning

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### 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

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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:

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- 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

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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

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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

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"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.

## 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.

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:







## Job Opportunities

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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:** Intended 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 young women sitting on the steps of a modern building with a large glass facade. The woman on the left is wearing a light blue t-shirt and jeans, holding a large open book. The woman on the right is wearing a light blue button-down shirt and a long skirt, holding a tablet. A pink backpack sits on the step between them. The building's glass reflects the surrounding city and sky. A large, semi-transparent red circle is overlaid on the left side of the image.

# HIGHER EDUCATION COURSE IN MARKETING STRATEGY

## **INTRODUCTION**

The Higher Education Course in Marketing Strategy is a training program that aims to help students develop a deep understanding of modern and effective marketing strategies. During the course, participants will learn best practices for developing successful marketing strategies and how to implement them in their companies.

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.

## **CERTIFICATION**

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:

- Higher Education Course in Marketing Strateg
- 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 Higher Education Course in Marketing Strategy is aimed at:

- Marketing and advertising professionals who want to expand their knowledge and improve their strategic capabilities.
- Entrepreneurs and small business owners who need to develop effective marketing strategies to increase sales and grow.
- Professionals from other areas who wish to learn about marketing strategies and how to apply them in their daily work.
- College students or recent graduates interested in the field of marketing and eager to acquire practical skills.
- Anyone interested in improving their understanding of how marketing strategies work and how they can be used to achieve business objectives.

## **OBJECTIVES**

The curriculum of the Higher Education Course in Marketing Strategy aims to equip students with the following knowledge and skills:

- Understand the key concepts of marketing strategy and how to apply them in different industries and markets.
- Learn the latest trends and tools in digital marketing and how to use them effectively to increase a brand's visibility online.
- Develop analytical skills to measure and evaluate the performance of marketing campaigns and adjust them accordingly.

- Learn to identify and assess consumer needs and wants, and how to adapt marketing strategies accordingly.
- Improve communication and presentation skills to persuade different target audiences and achieve company objectives.

### **EMPLOYMENT OPPORTUNITIES**

ENEB is recognized by the most prestigious companies in different sectors. Its training, adapted to the current reality of the labor world, allows the student to perform perfectly in any company and to develop a promising professional career.

When you finish the Higher Education Course in Marketing Strategy, you will be able to register in our Job Bank in which ENEB has agreements with important business firms.

### **YOUR HIGHER EDUCATION INCLUDES:**

- Higher Education Course in Marketing Strategy
- Access to the entire syllabus from day one
- Tutorials from Monday to Sunday
- Registration in our job bank
- Networking through the ENEB Community



## **TOPIC 1: MARKETING STRATEGY**

- 1.1 From Marketing 4.0 To Marketing 5.0
- 1.2 Marketing Plan Vs. Strategic Plan
- 1.3 Steps To Design A Marketing Plan
- 1.4 Budget
- 1.5 Measurement And Evaluation Plan
- 1.6 Scorecard: Your Best Ally
- 1.7 Marketing Audit

## **TOPIC 2: THE KEY TO MARKETING**

- 2.1 Traditional Marketing Mix: The 4 P's of Marketing
- 2.2 New Marketing Mix: The 7 P's of Marketing
- 2.3 Marketing Mix: Uber Case

## **TOPIC 3: MARKET ANALYSIS**

- 3.1 Internal And External Analysis
- 3.2 From The Dafo To The Came Model
- 3.3 Main Tool: Position Map Competitive

## **TOPIC 4: ADVANCED MARKETING STRATEGY**

- 4.1 From Marketing Strategy To Marketing Strategy
- 4.2 The Role Of Objectives In Defining Strategies
- 4.3 Portfolio Strategy
- 4.4 Segmentation Strategy
- 4.5 Positioning Strategy
- 4.6 Loyalty Strategy
- 4.7 Functional Strategy

## **TOPIC 5: ACTION PLAN**

- 5.1 What Are Operational Decisions In Marketing?
- 5.2 Tips For Developing An Action Plan
- 5.3 Developing An Action Plan
- 5.4 Apps To Design An Action Plan

## **TOPIC 6: MARKETING CHANNELS**

- 6.1 Offline Channels
- 6.2 Online Channels: Online Marketing
- 6.3 The Omnichannel Concept
- 6.4 Disney Case: Omnichannel Application

## **TOPIC 7: TARGET PRICE**

- 7.1 Determining Factors In The Strategy Pricing
- 7.2 The Six C's Of Pricing
- 7.3 Pricing Strategies For New Products
- 7.4 Portfolio Pricing Strategies
- 7.5 Price Adjustment Strategies

## **A JOURNEY THROUGH THE SYLLABUS**

The **Marketing Strategy** section focuses on developing comprehensive and effective marketing plans. It delves into the strategic aspects of marketing, including analysis, planning, and implementation of strategies designed to achieve long-term business goals.

### **Topic 1: Marketing Strategy**

This topic introduces the principles of marketing strategy development. It covers the process of creating a marketing plan that aligns with a company's objectives, including setting goals, identifying opportunities, and formulating strategies to achieve market success.

### **Topic 2: The Key to Marketing**

Students will explore what constitutes a successful marketing strategy. This topic emphasizes the critical elements of a marketing plan, including market research, competitive analysis, and strategic alignment with business goals.

### **Topic 3: Market Analysis**

Market Analysis involves examining market trends, customer needs, and competitive dynamics. Students will learn how to conduct thorough market research, analyze data, and use insights to inform marketing strategies and decision-making.

### **Topic 4: Advanced Marketing Strategy**

This topic covers sophisticated marketing techniques and strategies for competitive advantage. It includes advanced concepts such as market positioning, brand differentiation, and strategic planning for complex market environments.

### **Topic 5: Action Plan**

Here, students will learn how to develop actionable marketing plans based on strategic goals. The topic covers the creation of detailed action plans, including setting objectives, defining tasks, allocating resources, and measuring success.

### **Topic 6: Marketing Channels**

Marketing Channels explores the various pathways through which products and services reach customers. This topic covers channel strategies, distribution methods, and the management of relationships with channel partners.

### **Topic 7: Target Price**

Students will learn about pricing strategies and methods for setting target prices. This includes understanding cost structures, market conditions, and pricing models to determine optimal prices that balance profitability and competitiveness.