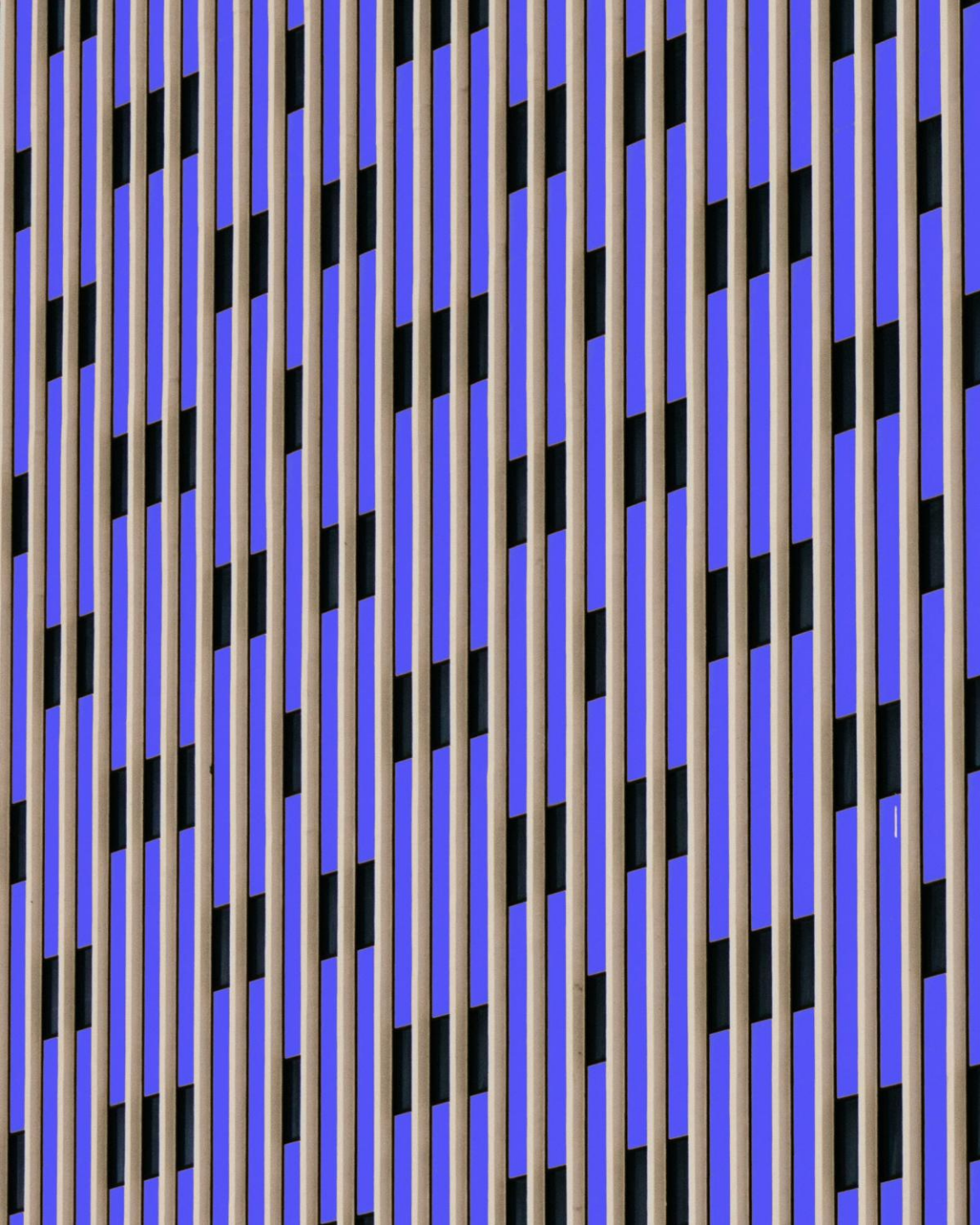




VILLANUEVA INTERNATIONAL OFFICE
BA(Hons) Advertising & PR
BA(Hons) Marketing

BRAND MANAGEMENT

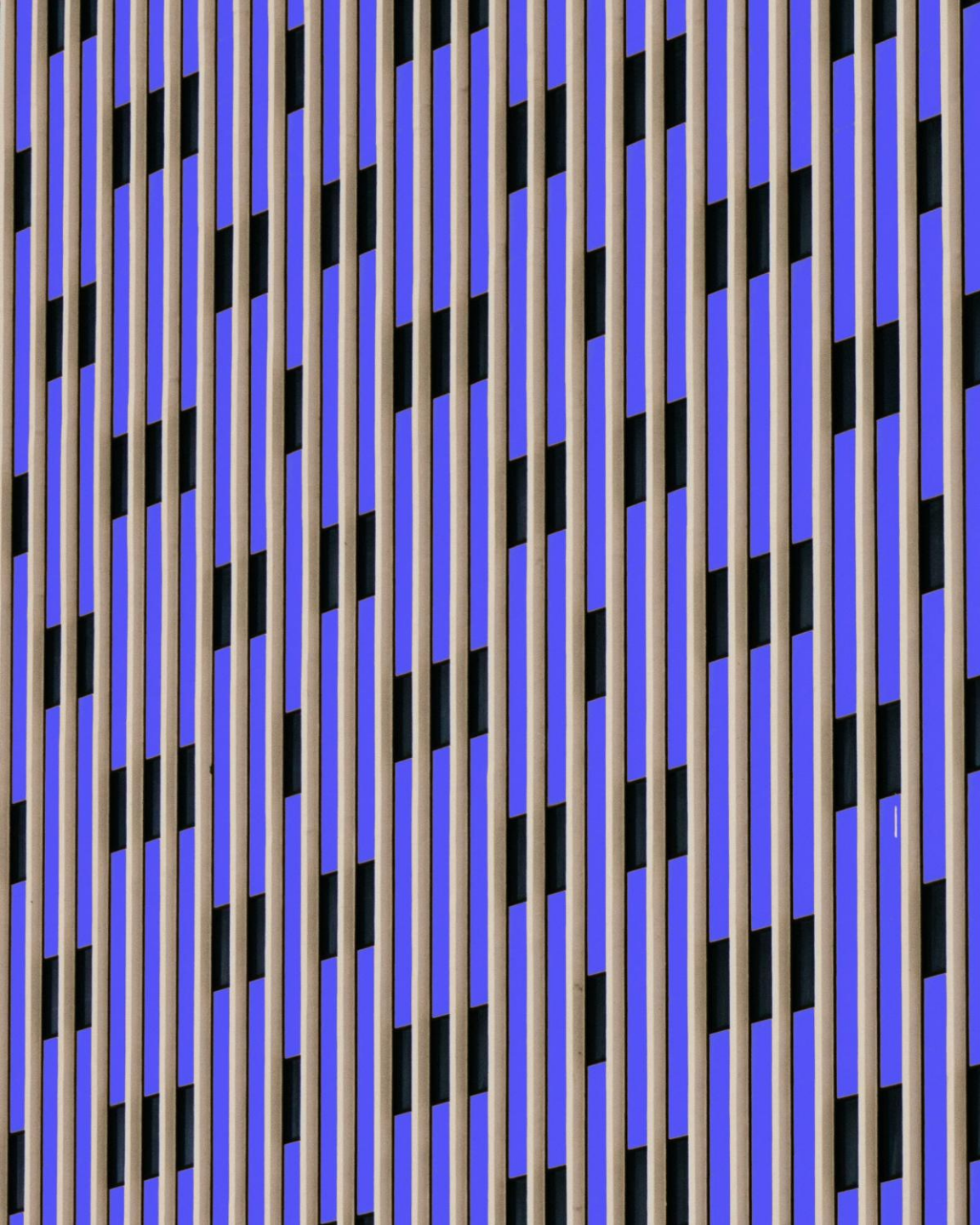
INTERNATIONAL WEEK



PROGRAM OVERVIEW (II)

The Blended Program in Brand Management by Universidad Villanueva is an intensive educational experience that combines both virtual and in-person interactions and gives you the opportunity for international collaboration and experiential learning from a Spanish cultural perspective.

You will gain insights into brand management activities such as creative thinking, product management and brand strategy execution..



PROGRAM OVERVIEW (ii)

The guest lectures, workshop and cases studies with industry professionals will provide you with theoretical knowledge and skills to apply through active learning

This International Week includes cultural visits and networking opportunities for students to interact with peers from different countries. There will be an online session before the presential week in Madrid.



CREDITS RECOGNITION

Participation in this Short Program awards 3 ECTS credits which will be recognized in a Certificate that will be given to each student.

KEY DATES

Virtual session: March 2026 (TBC)

Mobility week: 20 April (AM) – 24 April (noon) 2026.



REGISTRATION

Opens: November 1, 2025 (the application form link will be sent previously to the University Coordinators).

Deadline: December 15, 2025.

PRICE

€170 (does not include accommodation).

Includes lunches, socio-cultural activities, closing dinner.



WHO CAN APPLY

Available to students from multiple partnering universities under Erasmus+ or similar schemes, mostly 2nd or 3rd year undergraduate students with interest in brand management (from business, advertising, marketing, communication studies).

ORGANIZED BY

Villanueva International Office

vio@villanueva.edu

Faculty of Social Sciences:

BA (Hons) Advertising and PR and

BA (Hons) Marketing

LOCATION

Universidad Villanueva

Campus Mirasierra

Calle Costa Brava 2 y 6

28034 Madrid - Spain



Tu carrera, para el mundo

www.villanueva.edu