

WEEK 2

JULY 11TH	JULY 12TH	JULY 13TH	JULY 14TH	JULY 15TH
MADRID CAMPUS	MADRID CAMPUS	MADRID CAMPUS	MADRID CAMPUS	MADRID CAMPUS
KNOW WHERE COMMUNICATION AND MARKETING STAND WITHIN AN ORGANIZATION Intro to marketing and communication	THE ROLE OF MARKETING Strategic marketing	THE ROLE OF STRATEGIC COMMUNICATION Strategic communication	AS A COMMUNICATION CONSULTANT, HOW COULD YOU SUPPORT AN ORGANIZATION IN THEIR COMMUNICATION AND MARKETING STRATEGY? Brand consulting	GETTING KNOWING THE CONSUMERS' NEEDS Consumer insights
09:00 - 10:30 MARKETING Ramon Mendez (MMB102)	09:00 - 10:30 THE ROLE OF MARKETING Alicia Garcia (MMB102)	09:00 - 10:30 WHY IS COMMUNICATION SO IMPORTANT Pedro Cifuentes (MMB102)	09:00 - 10:30 THE BRAND ROLE WITHIN THE COMPANIES AND ITS COMMUNICATION Cristina Viceda (MMB102)	09:00 - 10:30 WHAT ARE CUSTOMER INSIGHTS? Norman Kurtis (MMB102)
10:30 - 12:00 COMMUNICATION Ramon Mendez (MMB102)	10:30 - 12:00 TARGET CONSUMERS Alicia Garcia (MMB 102)	10:30 - 12:00 THINKING LIKE A JOURNALIST FOR NON-MEDIA ORGANISATIONS Pedro Cifuentes (MMB102)	10:30 - 12:00 BRAND STRATEGY AND BRAND VALUES Cristina Viceda (MMB102)	10:30 - 12:00 QUALITATIVE RESEARCH Norman Kurtis (MMB102)
12:00 - 12:30 BREAK	12:00 - 12:30 BREAK	12:00 - 12:30 BREAK	12:00 - 12:30 BREAK	12:00 - 12:30 BREAK
12:30 - 14:00 THE VALUE PROPOSITION & POSITIONING Ramon Mendez (MMB102)	12:30 - 14:00 BRAND POSITIONING Alicia Garcia (MMB102)	12:30 - 14:00 THE CONTENT MARKET REVOLUTION Pedro Cifuentes (MMB102)	12:30 - 14:00 BRAND NAMING AND BRAND ARCHITECTURE Cristina Viceda (MMB102)	12:30 - 14:00 QUANTATIVE RESEARCH Norman Kurtis (MMB102)
14:00 - 15:00 LUNCH	14:00 - 15:00 LUNCH	14:00 - 15:00 LUNCH	14:00 - 15:00 LUNCH	14:00 - 15:00 LUNCH
15:00 - 16:00 LANGUAGE (MMB101)	15:00 - 16:00 LANGUAGE (MMB101)	15:00 - 16:00 LANGUAGE (MMB101)	15:00 - 16:00 LANGUAGE (MMB101)	15:00 - 16:00 LANGUAGE (MMB101)
16:00 - 19:00 IN COMPANY VISIT	16:00 - 19:00 FREE	16:00 - 19:00 FREE	16:00 - 18:00 FREE	16:00 - 19:00 FREE
	20:00 - 21:30 NETWORKING COCKTAIL			

WEEK 3

JULY 18TH	JULY 19TH	JULY 20TH	JULY 21ST	JULY 22ND
MADRID CAMPUS	MADRID CAMPUS	MADRID CAMPUS	MADRID CAMPUS	MADRID CAMPUS
THINK ABOUT THE CUSTOMER JOURNEY Customer journey design	DEFINE YOUR MESSAGES AND HOW YOU ARE GOING TO DELIVER THEM! Content marketing & social media strategy	MAKE YOUR CONTENT APPEALING Visual branded content	LEARN HOW TO PRESENT YOUR DATA! Data visualization & infographics	PITCH YOUR IDEA! Presentation skills
09:00 - 10:30 INTRO TO CUSTOMER JOURNEY MAPS Daniel Medina (MMB102)	09:00 - 10:30 STORY Thierry Campet (MMB102)	09:00 - 10:30 THE LANGUAGE OF IMAGE-MAKING Brian Hallett (MMB102)	09:00 - 10:30 INTRODUCTION TO DATA VIZ AND INFOGRAPHICS Francesco Furno (MMB102)	09:00 - 10:30 OUR NON-VERBAL VOCABULARY Ellen Buckland (MMB102)
10:30 - 12:00 KEY COMPONENTS OF CUSTOMER JOURNEY MAPS Daniel Medina (MMB102)	10:30 - 12:00 AUDIENCE Thierry Campet (MMB102)	10:30 - 12:00 CREATING EMOTIONS AND GRABBING ATTENTION Brian Hallett (MMB102)	10:30 - 12:00 DATA USED FOR STORYTELLING Francesco Furno (MMB102)	10:30 - 12:00 IMPROVISATION & DIALOGUE TOOLS Ellen Buckland (MMB102)
12:00 - 12:30 BREAK	12:00 - 12:30 BREAK	12:00 - 12:30 BREAK	12:00 - 12:30 BREAK	12:00 - 12:30 BREAK
12:30 - 14:00 DEVELOPING CUSTOMER JOURNEY MAPS Daniel Medina (MMB102)	12:30 - 14:00 THE BEST CONTENT OF ALL Thierry Campet (MMB102)	12:30 - 14:00 THE MOOD BOARD EXERCISE Brian Hallett (MMB102)	12:30 - 14:00 INFOGRAPHIC CREATION Francesco Furno (MMB102)	12:30 - 14:00 AUDIENCE CONNECTION & EMPATHY Ellen Buckland (MMB102)
14:00 - 15:00 LUNCH	14:00 - 15:00 LUNCH	14:00 - 15:00 LUNCH	14:00 - 15:00 LUNCH	14:00 - 15:00 LUNCH
15:00 - 16:00 LANGUAGE	15:00 - 16:00 LANGUAGE	15:00 - 16:00 LANGUAGE	15:00 - 16:00 LANGUAGE	15:00 - 16:00 LANGUAGE
16:00 - 19:00 MUSEO DEL PRADO	16:00 - 19:00 IN COMPANY VISIT	16:00 - 19:00 FREE	16:00 - 19:00 FREE	16:00 - 19:00 GRADUATION AND COCKTAIL