



## EU Business School (Barcelona)

### BA (Hons) in Business Management (Marketing)

#### Study details

**Course type:** Bachelor's degree

**Degree:** BA (Hons) in Business Management (Marketing)

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 16 450 EUR

**Reg. fee :** 200 EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

Oct/Feb

#### Requirements

- The admission process at EU Business School is clear and straightforward. Applicants must fulfil specific academic and English language requirements to be eligible for admittance into their chosen program.

- Prospective students are evaluated on the strength of their applications as a whole. Consideration is given to the student's qualities and abilities: leadership potential, academic achievements, performance on standardized tests, extracurricular activities and personal experiences. EU's Admissions Services department will assist all applicants throughout the entire application process.

- At EU we understand that choosing a bachelor program that fulfills your professional objectives while fitting your educational goals is a process that requires a lot of research and deliberation. EU's dedicated admissions team is available to help students with any queries or questions they might have. To find out more about EU Business School, we also encourage students to visit our campuses, meet current EU students and attend our classes and open day sessions.

- 1 certified copy of high school diploma and transcripts; or equivalent
- Proof of English level: TOEFL score 80 (internet-based), 213 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169; native English speaker or equivalent

#### Accommodation

- **Private apartment:** Starting at 650 Euros per month, plus bills (typically).
- **Shared student home:** Around 300 to 500 Euros, plus the shared cost of bills.

#### Speciality

Please note that students may attend classes remotely in the event of extenuating circumstances, for example unavoidable late arrival to their campus city.

## Additional information

## Overview

The BA (Hons) in Business Management (Marketing) program gives students the tools and entrepreneurial mindset to excel in today's postmodern marketing environment. Students will be introduced to the fundamentals of the field and understand how marketing functions within the different departments of real businesses and with customers.

The ability to combine elements of different business disciplines is vital to students' careers, and key to their development as a successful 'marketeer'. The skills students learn through the program will help them excel in the marketing sector.

- **Study a state-recognized degree** from the U.K.
- **Participate in group projects** and learn to work in a team
- **Learn the latest trends** in international business

- Studying a BA (Hons) in Business Management (Marketing) in Barcelona gives students the opportunity to expand their business knowledge in one of the world's most advanced smart cities. Entrepreneurs and innovators are nurtured and cultivated in this forward-thinking city, which attracts outstanding tech talent and innovative startups, of which there are currently more than 1300. Barcelona is also home to some of the world's largest multinational companies, including Airbnb, Amazon and the Siemens Innovation Center.

- This diverse and cosmopolitan city on the Mediterranean coast boasts almost five kilometers of golden beaches and provides students with excellent opportunities for sports activities and socializing. Famously home to FC Barcelona, it also has a wide array of cultural offerings including museums, UNESCO-listed monuments and architectural gems from the city's most celebrated son, Antoni Gaudí.