



CMI Business
School

STEAM · SUSTAINABILITY · AI
INNOVATION · INDUSTRY 6.0



Expert Diploma in **SUSTAINABLE DIGITAL MARKETING**

100% ONLINE · FLEXIBLE

**FORMAT 20 CREDITS I
3 MONTHS**

**EXPERT DIPLOMA
CMI BUSINESS SCHOOL**



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www.cmi.es

Certified



Corporation



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“Marketing 3.0 is the stage when companies shift from consumer-centricity to human-centricity and where profitability is balanced with corporate responsibility.”

**— Philip Kotler, Professor Emeritus of Marketing,
Kellogg School of Management**



WHY

CMI BUSINESS SCHOOL?

CMI Higher Education is an international institute of professional higher education in business and technology, offering excellent education focused on STEAM, sustainability, artificial intelligence, innovation and Industry 6.0 for a better world. Leading with purpose, innovating with responsibility.

CMI Business School received the award for the most innovative academic programmes in Spain at The International CSR Excellence Awards 2022.

At CMI we work to lead, promote and carry out scientific and technological research covering the entire development and implementation process, from exploring the frontiers of knowledge to the end of the life cycle of all products and services, taking into account the needs of a sustainable, circular economy.

CMI Business School offers the highest quality standards in its services to society. All its activities are based on continuous improvement processes, supported by modern, advanced technology and management systems.

Our integrated educational quality management system is ISO 9001 certified and audited by the Catholic University of Ávila.



Research and Development
Guidance and support with research



Tailored tutoring and follow-up
Madrid and Valencia campuses.



100% online classes
Virtual campus



Employment and Networking
Job opportunities, internships and Alumni Club



Scholarships and grants
For new and former students





OUR PHILOSOPHY

Our purpose is to help create a new and better world through research, development and innovation and the holistic education of the individual, putting science, technology and Artificial Intelligence at the service of the challenges of our time.

✓ Research

At CMI we work on research and innovation to generate cutting-edge scientific and technological knowledge in collaboration with industry stakeholders and through our scientific journal, Conscious Management Journal.

✓ Social Responsibility Education

To offer training products and services for excellence in the conscious management of organisations, developing people's talent to the full.

✓ Consultancy

Our goal is to provide advanced consultancy services to leaders and organisations seeking excellence in the service of society.



MISSION

To train professionals in business and organisational management, leadership, innovation, science and new technologies through cutting-edge STEAM programmes of excellence, boosting their careers and achieving sustainable growth with a triple benefit: economic, social and environmental.



VISION

To become a world-leading STEAM school of business and technology, driving the sustainable growth of organisations with a positive impact on society and the environment.



VALUES

C - Conscious of our role as agents of change in driving the growth of responsible professionals and organisations.

M - Methodical in our teaching processes, so that we deliver innovative, excellent programmes to the full satisfaction of every student.

I - Integrity and ethics in how we work, internally and externally, with students, colleagues and partners, building trust and respect inside and outside the classroom.

B - Beneficial to society and the environment, with the firm purpose of helping to create a better world through quality education.

S - Sustainable through our contribution to the community, developing professionals and organisations with a positive impact for the generations of today and tomorrow.

EXPERIENCE CMI BUSINESS SCHOOL

Studying at CMI means training at an institute whose mission is to make the world a better place, both socially and environmentally, through high-quality academic activity focused on STEAM, sustainability, AI, innovation and Industry 6.0. As a certified B Corp social enterprise, we nurture talent with a scholarship programme awarded by the Gala Foundation and zero-cost financing.

At CMI we work tirelessly because, like our students, partners and so many others, our goal is to leave a better world as a legacy for future generations.



- ✓ **CMI Business School**
Excellence as an international business and technology school.
- ✓ **Faculty**
Notable faculty of expert professionals and researchers: 75% hold a PhD or are PhD candidates.
- ✓ **Experiential Learning**
Sound theory is combined with case studies to build knowledge from experience.
- ✓ **International Programme**
Lessons take a global business perspective.
- ✓ **Virtual Campus**
Easy communication and monitoring of the academic programme.
- ✓ **Limited places**
Group sizes are kept small.

PARTNER ORGANISATIONS



MAPFRE



BANRESERVAS

El banco de todos los dominicanos



nh
HOTELES

HEINZ
ESTD 1869



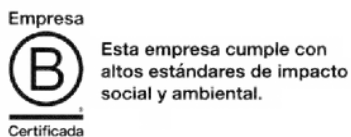
B Sabadell



AWARDS



CERTIFICATIONS



Esta empresa cumple con altos estándares de impacto social y ambiental.



CERTIFIED



WeImpactIndex® ESPAÑA 2023



Expert Diploma in **SUSTAINABLE DIGITAL MARKETING**

This comprehensive programme is designed to train professionals to implement digital marketing strategies that are responsible and aligned with the principles of sustainability.

Today, sustainability has become a fundamental pillar for companies seeking not only economic success but also social and environmental wellbeing.

The Expert Diploma in Sustainable Digital Marketing provides the tools and knowledge you need to excel in a digital environment that increasingly values sustainable practices.

Through its curriculum, this innovative programme is designed to transform and boost your career with skills that meet not only the demands of the market but also the needs of the planet.

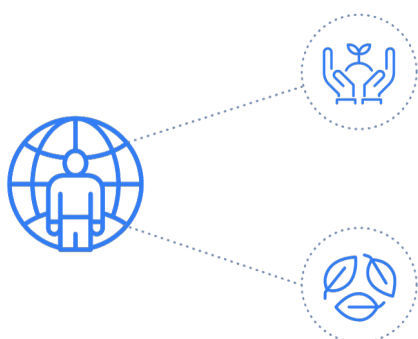


WHO IS IT FOR?



The Expert Diploma in Sustainable Digital Marketing at CMI Business School is aimed at marketing, communication and business administration professionals, entrepreneurs and anyone wishing to acquire or improve their digital marketing skills with a focus on sustainability.

COURSE OBJECTIVES



The overall aim of the Expert Diploma in Sustainable Digital Marketing is to provide participants with the knowledge and skills they need to design, implement and manage digital marketing strategies that promote sustainability and corporate social responsibility.

Through a blend of theory and practice, participants will learn to use digital tools effectively to achieve business objectives, while minimising environmental impact and encouraging ethical and sustainable practices.

FORMAT AND FEES



Online

Duration: 3 months · Online with live classes

Total price: €1,100 (incl. €200 enrolment fee and €80 diploma fee)

Price with 50% scholarship: €690

Interest-free financing: enrolment fee + 3 instalments of €163

Scholarships and terms

Half-price scholarships (up to 50%) for academic excellence or country of origin. Additional 10% discounts for pre-enrolment, single payment, group enrolment and Alumni Club members. Includes tuition, enrolment, diploma, materials and Alumni Club membership. The enrolment fee secures your place after admission and is deducted from the price; the 3 instalments are paid within the first 5 days of each month.



Incubator

Optional services from the CMI Incubator and Accelerator: a workstation 8 hours a week (9 am–5 pm) + 2 monthly feedback sessions, €200/month + VAT; or virtual and in-person support with 2 monthly feedback sessions, €120/month + VAT.

STUDY PLAN



Digital Marketing and Communication

7 ECTS

- Introduction to Marketing
- Introduction to Content Management and Web Analytics
- Communication and Advertising
- Management of New Digital Business Models
- Social Media Marketing

Neuromarketing and E-commerce

7 ECTS

- Psychology and Neuroscience
- Sensory, Experiential and Social Marketing
- Market Research and Consumer Behaviour
- Applications of Neuropsychology to Marketing
- E-commerce
- Digital Sales Management

AI, Big Data and Business Intelligence

6 ECTS

- Analytics and Big Data
- Business Intelligence
- Artificial Intelligence
- New Technologies and Applications

PROGRAMME FACULTY

Practising professionals, PhD holders and researchers: 75% hold a PhD or are PhD candidates.

JM

Dr. José Manuel Martín
Programme Lecturer

RC

Dr. Raquel Casado
Programme Lecturer

SC

Dr. (c) Santos Caverio Pérez
Programme Lecturer

Part of our marketing and communication faculty



Dr. Almudena Sánchez

PhD in Social Communication (UCM). Journalist. University lecturer in digital marketing and communication



Dr. Georgina Marcelino Mercedes

PhD in Advertising and PR (UCJC). Master's in Advertising (Nebrija). Social media consultant



Dr. Helena López-Casares Pertusa

PhD in Business Studies cum laude (URJC). Neuromanagement. Coordinates CMI's Master's in Marketing



Dr. Pablo J. López Tenorio

PhD in Business Economics (UAM). Master's in Marketing (ESIC). 20+ years at Altadis and Repsol



María Fernanda López Mayoral

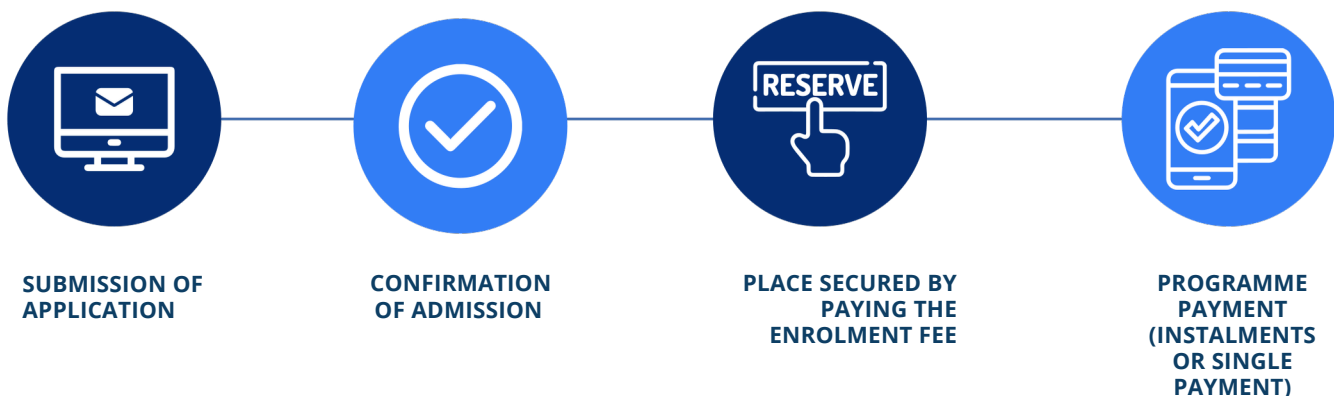
Master's in Sales Management (EAE) and in Digital Transformation. President of Ideas Iberoamericanas



Alba Caro Herrera

Master's in Branded Content and in Photography and Video. Degree in Audiovisual Communication. Creative director

APPLICATION PROCESS



Requirements

Send your documents to admisiones@cmi.es:

- Copy of passport or ID card
- Curriculum vitae

Enrolment

Candidates will be notified of the outcome of the admission process by email.

Once admitted, candidates complete their registration by paying the enrolment fee, which secures their place; the remainder is paid in interest-free instalments or as a single discounted payment.

Enrolment is open all year round, subject to the availability of places.

WHAT OUR STUDENTS SAY



4.6 ★ on Google · over 200 reviews

«I completed a Master's in Responsible Marketing Management and International Trade and the experience was very pleasant and enriching. As a professional, I will undoubtedly apply everything I learned to contribute to the change that the world and our society need.»

— Michelle K., Master's in Responsible Marketing Management and International Trade

«The experience was excellent, both academically, with outstanding lecturers, and in the internships. Today I can say that the knowledge I gained at CMI has meant a tremendous step forward for my business.»

— Danilos L., Master's in Marketing

«I particularly highlight the calibre of the teaching staff: they are committed professionals who share their experience in classes and case studies.»

— Margarita S., Master's in Responsible Marketing and International Trade

«The quality of the teaching staff, the academic content and the administrative team is exceptional. Starting the MBA in Sustainable Tourism has allowed me to connect my professional career with my personal values.»

— Charlene E., MBA in Sustainable Tourism

«I especially highlight the quality of the teaching staff, their approachability and willingness to answer questions. The programme content is current, relevant and applied to the business world.»

— Yarismar O., Master's student



ALUMNI CLUB

Everything we do at CMI aims to serve the students who pass through our classrooms to the highest possible standard. That is why, on completing any CMI programme, you enjoy all the benefits of being an alumnus free of charge:

- Timely, up-to-date information on programmes and scholarships
- Newsletters and publications
- Information on topics of interest
- Invitations to networking events, conferences and talks
- Discounts on training and merchandise
- Job board



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CONTACT US

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