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ISO 9001:2015
BUREAU VERITAS
Certification



THE BEST BUSINESS SCHOOL IN SPAIN FOR
CSR, ON CAMPUS AND ONLINE

#1 CSR Awards U.K.



UCAV

www.ucavila.es

CENTRO COLABORADOR



CONSCIOUS MANAGEMENT INSTITUTE

MASTER'S IN
**RESPONSIBLE MARKETING AND
INTERNATIONAL TRADE
MANAGEMENT**



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Madrid, Spain.

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WhatsApp Admissions Advice 24/7:

+34 624 01 45 68

🌐 www.cmi.es

STEAM · SUSTAINABILITY · AI
INNOVATION · INDUSTRY 6.0

Top Business School in Europe 2025
Awarded by Education Insider U.S.A.



STUDY MODES:

- On campus
- Online

DOUBLE DEGREE:
MASTER'S DEGREE FROM CMI BUSINESS SCHOOL
MASTER'S DEGREE FROM THE CATHOLIC
UNIVERSITY OF ÁVILA (UCAV) ECTS: 60



OUR CAMPUS IN MADRID



Gran Vía de San Francisco, 15: 700 m from Almudena Cathedral and the Royal Palace, with Puerta de Toledo metro station and BiciMAD bike-sharing next to the school.

Faculty of working professionals: 75% hold a PhD or are PhD candidates.

“MARKETING IS NOT THE ART OF FINDING CLEVER WAYS TO DISPOSE OF WHAT YOU MAKE. IT IS THE ART OF CREATING GENUINE CUSTOMER VALUE”.

- PHILIP KOTLER, PROFESSOR EMERITUS AT KELLOGG

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WHY CMI Higher Education?

CMI Higher Education is an international institute of professional higher education in business and technology, offering outstanding 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 has been named Top Business School in Europe 2025 by the US magazine EDUCATION Insider. This prestigious award reflects the excellent quality, reputation and trust that CMI has built over time.

It also received the award for the most innovative academic programmes in Spain in 2022 from The International CSR Excellence Awards.

At CMI, we 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.

We offer the highest quality standards in our services to society. All our activities are carried out through continuous improvement processes, supported by modern, advanced technological management systems.

We have an integrated educational quality management system certified to ISO 9001 and audited by the Catholic University of Ávila, and our programmes hold the Cualificam quality seal.

RECOGNITION



Research and Development
Tutoring and research support.



Guest lectures
Venues in Madrid and Valencia.



Live-streamed classes
Virtual campus.



Careers and Networking
Job opportunities, work placements and alumni club.



Scholarships and grants
For new and former students.



EXPERIENCE AT CMI Higher Education

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 foster talent with an award-winning scholarship programme recognised by Fundación Gala and with zero-cost financing.

PARTNER Organisations



- ✓ **CMI Higher Education**
International school of business and technology.
- ✓ **Teaching staff**
Expert professionals and researchers in the field: 75% hold a PhD or are PhD candidates.
- ✓ **Experiential methodology**
Theory is combined with case studies to build knowledge through experience.
- ✓ **International Programme**
All subjects take a global business perspective.
- ✓ **Virtual Campus**
This platform facilitates communication and monitoring of the academic programme.
- ✓ **Limited places**
Maximum of 45 students per class.



UCAV
www.ucavila.es

CMI Business School, an international institute of higher education in business and technology focused on STEAM, sustainability, AI, innovation and Industry 6.0, offers a double university degree following an agreement with the Catholic University of Ávila (UCAV), the result of a joint effort to provide students with greater opportunities.

The Catholic University of Ávila is an active hub that engages with every sector of society in both directions. Its professionals, drawn from all sectors, bring real-world needs into the classroom, anticipating training that is tailored to the demands of the job market. Its commitment to society seeks a balance between education and the needs of the labour market.

The Catholic University of Ávila reaches beyond its walls to put its Corporate Social Responsibility into practice through a range of initiatives to which it devotes its enthusiasm and commitment every day, in pursuit of a better society.

MASTER'S IN RESPONSIBLE MARKETING AND INTERNATIONAL TRADE MANAGEMENT

CMI offers the most comprehensive master's of its kind, providing an integrated view of new technologies, digital marketing and sales team management, with a focus on responsible and sustainable global commercialisation.



This sales and marketing management programme will help you advance your career by equipping you to exercise responsible leadership in business development across all types of companies and organisations.

The curriculum covers everything you need to drive sustainable revenue growth, drawing on new technologies, advances in neuroscience and the best management techniques for leading high-performing sales teams.

The programme is delivered using the latest educational technologies and teaching methods, with a strongly practical approach, and is taught by an outstanding faculty of researchers with distinguished professional, academic and teaching backgrounds: 75% hold a PhD or are PhD candidates.

With its international scope, the Master's in Responsible Marketing and International Trade Management prepares businesses and organisations to achieve sustainable growth in sales and exports in a global context, attracting new customers who are more loyal and engaged.



WHO IT IS FOR

This programme is designed for people who want to embody the leader that society demands: one committed to organisational growth that creates a positive impact.

Applicants to this CMI Business School Master's must hold a bachelor's degree or a degree in architecture, engineering, law or teaching, a licentiate or a technical degree, or other equivalent and complementary qualifications in the same field as the profiles described.

PROGRAMME OBJECTIVES



GRADUATE PROFILE

Qualification: Master's in Responsible Marketing and International Trade Management

Main function of the graduate profile, as recognised in the professional sector:

To lead and develop the competencies and skills needed to successfully plan, implement and manage the sales and marketing functions of all types of organisations.

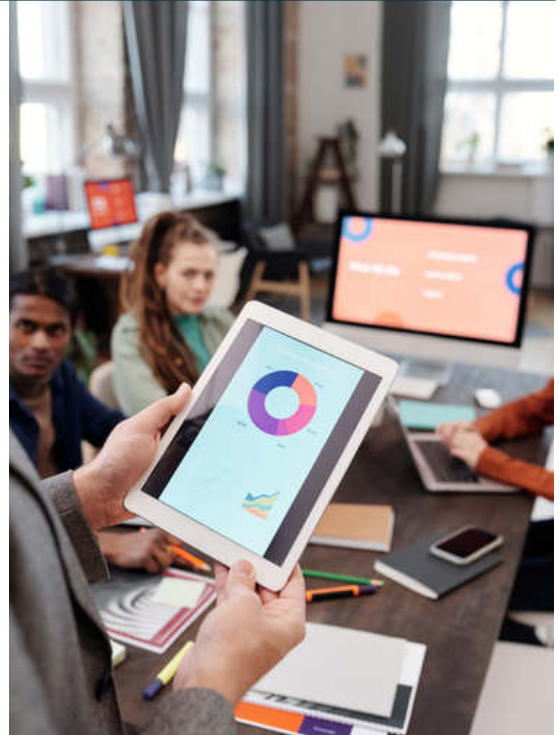
Career prospects:

Senior sales management and leadership roles, with the opportunity to advance professionally in the field of customer and consumer analysis.

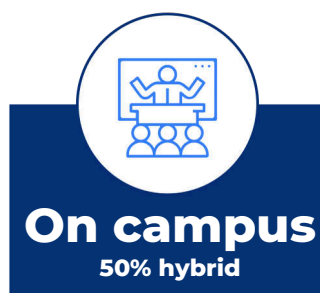
PROFESSIONAL Work Placements

All Professional Work Placements may be paid and provide an ideal complement in the job market to the knowledge acquired throughout the curriculum.

In addition, all students will have the option of continuing their placement on an extracurricular basis, i.e. not counting towards credits, for a period of 6 months.



STUDY MODES AND SCHEDULES



One week in the classroom, the next one remote. Monday, Tuesday and Wednesday, 7–10 pm**



Live and recorded classes

****Days may vary by intake.**
Ask your adviser about the next intake.

**All programmes are intensive and last one academic year.*

FEES and Applicable Conditions ¹

MASTER'S (SPANISH OR ENGLISH)

	Total price	Enrolment fee (included)	CMI + UCAV degree certificates (included)	Price with 50% scholarship	Interest-free financing
ON CAMPUS	€7,920	€900 ³	€250	€4,535 ²	Enrolment fee + 9 instalments ⁴ of €404
ONLINE	€4,365	€900 ³	€250	€2,758 ²	Enrolment fee + 9 instalments ⁴ of €206

¹ Includes tuition, enrolment, degree certificates, materials and Alumni Club membership.

² 50% scholarship applied; early-enrolment and single-payment discounts can be added.

³ The enrolment fee secures your place after admission and is deducted from the price.

⁴ Nine instalments: within the first 5 days of each month.

SCHOLARSHIPS

CMI awards study scholarships for its Master's programmes in all study modes, championing the democratisation of quality education and equal opportunities.

These scholarships include:



Up to 50% scholarship for academic excellence or country of origin.



Alternatively: 40% for professional experience or for recent graduates (cannot be combined with the scholarship above).

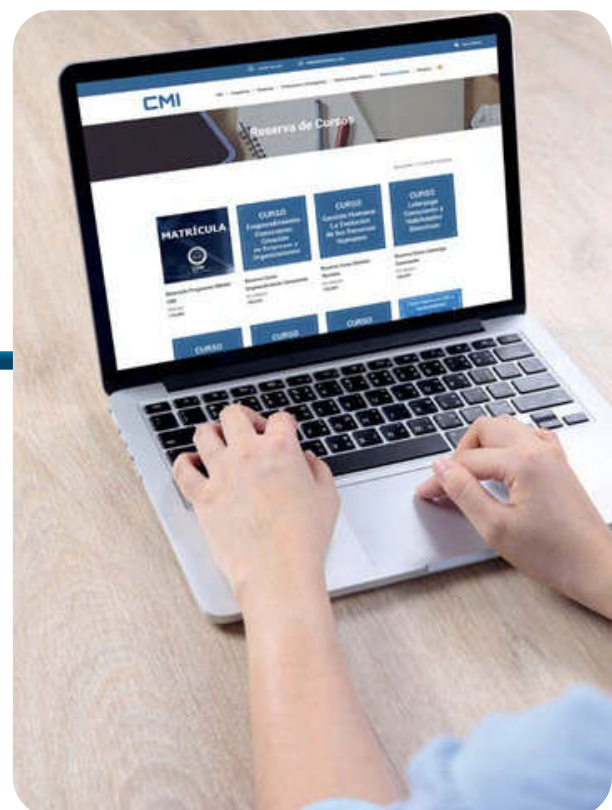
Additional 10% discounts for early enrolment, single payment, group enrolment and for Alumni Club members.



STUDY PROGRAMME

The curriculum stands out for bringing together everything you need to excel as a responsible leader: cutting-edge knowledge grounded in scientific rigour, practical exercises that let you apply what you have learnt, and experiential learning that gets the most out of every area of study and development.

The main pillars of the curriculum are described below. They may vary and are subject to the latest changes that each expert considers appropriate in light of the newest advances in their field, so that the programme always remains at the cutting edge.



First Term

- | | |
|--|--------|
| <ul style="list-style-type: none"> • Strategic Marketing for Sustainable Organisations <ul style="list-style-type: none"> • Sustainable Strategy Management • The Organisation's Purpose • Collaborative Strategy • Defining and Managing the Sustainable Strategic Plan • Strategic Marketing | 2 ECTS |
| <ul style="list-style-type: none"> • Fundamentals of CSR and International Trade <ul style="list-style-type: none"> • Social responsibility, sustainable development and human rights. • The International Dimension of CSR. • CSR and International Trade Institutions and Bodies. • International CSR and Responsible Trade guides and guidelines. Interaction and applicability. | 2 ECTS |
| <ul style="list-style-type: none"> • Sensory, Experiential and Social Marketing <ul style="list-style-type: none"> • Introduction to Marketing. • Psychology and Neuroscience. • Sensory Marketing. • Experiential Marketing. • Social Marketing. | 3 ECTS |
| <ul style="list-style-type: none"> • Digital Strategies, Technologies and Artificial Intelligence <ul style="list-style-type: none"> • Digital Marketing Strategies • New Technologies and Applications • Digital Marketing Trends • Building websites and apps | 4 ECTS |
| <ul style="list-style-type: none"> • Communication, Advertising and Public Relations <ul style="list-style-type: none"> • Communication Management • Planning and Managing Online and Offline Advertising • Public and Institutional Relations Management • Branding, Brand Image and Reputation Management | 4 ECTS |

Continued on next page

Second Term

- **Sales Management in the Global Environment** 3 ECTS
 - The linear economy versus the circular economy
 - Administrative and economic management of international trade
 - International trade: analysing a country's economic dimension
 - Inclusive markets
 - The instruments of foreign policy
 - Change management
 - Fair Trade. Certifications. Responsible Consumption
 - Sales management versus marketing management in a differentiating environment
 - Sales and marketing planning
 - Control and monitoring for a new way of managing people in the sales team

- **Market Research and Consumer Behaviour** 3 ECTS
 - Market Research.
 - Consumer Behaviour.
 - The Conscious Consumer.

- **AI, Analytics, Big Data and Business Intelligence** 3 ECTS
 - Introduction to Big Data
 - Uses and Applications
 - Infrastructure and Databases, Legal and Ethical Aspects
 - Internet of Things and Industry 4.0, RFID
 - Robotics and Artificial Intelligence

- **Management of New Digital Business Models and E-commerce** 3 ECTS
 - Managing New Digital Business Models
 - E-commerce Management
 - Logistics and E-commerce
 - Content Management

- **Applications of Neuropsychology to Marketing** 3 ECTS
 - Applications of Neuropsychology to Marketing

Third Term

- **Research, Development and Innovation Management** 1 ECTS
 - Research methodologies for managing responsible organisations.
 - Development of sustainable products and services.
 - Innovative organisations.
 - Infrastructure, resources and funding.
 - Integrated management of R&D&I projects.
 - Communicating R&D&I.

Continued on next page

- **Conscious Leadership** 1 ECTS

 - The Keys to Responsible Leadership as a Driver of Organisational Development
 - Values as the backbone of human development and continuous improvement.
 - Skills of the Responsible Leader for excellence in Self-management and in Managing Cross-functional High-Performance Teams, both co-located and remote.
 - Management Skills for running companies, NGOs and sustainable, innovative hybrid organisations.
 - Systemic Approach.
- **Responsible International Negotiation** 1 ECTS

 - The human being: psychology and neuroscience to understand the mindset of the negotiator and negotiation processes.
 - Negotiations and the generic negotiation process.
 - Collaborative Negotiation.
 - Keys to negotiating responsibly in an international, multicultural environment.
 - Techniques for the different stages of the generic negotiation process: Initiation, Preparation, Development and Closing.
- **Responsible Entrepreneurship** 1 ECTS

 - Introduction to Responsible Start-ups.
 - The Entrepreneurial Mindset.
 - Planning, designing and launching New Responsible Organisations.
 - Strategic Management of Research, Development and Innovation.
 - Certifications and Standards in Entrepreneurship.
 - Entrepreneurship Support Ecosystems and Resources.
 - Digital Entrepreneurship.
- **International Commercial Regulation** 2 ECTS

 - The International Legal Environment of Organisations.
 - General principles of European public procurement law: the new Directive 2014/24/EU on public procurement.
 - The entry into force of Directive 2014/95/EU on the disclosure of non-financial and diversity information.
 - Personal data protection: main regulations.
- **Sales Management: Sales Team Management, CRM and Customer Loyalty** 3 ECTS

 - Sales Team Management
 - CRM
 - Customer Loyalty
- **Social Media Marketing** 3 ECTS

 - Social Media Marketing
 - Community Management
 - Strategy, Planning and Control

Continued on next page

- **Master's Final Project**

6 ECTS

Options:

- Research article.
- Plan for creating a responsible organisation.

- **Professional placements in companies**

12 ECTS

- 300 compulsory hours, or credit recognition for accredited professional experience*

TOTAL CREDITS

60 ECTS





Submission
of documents



Admission confirmation



Place reservation by
paying the enrolment fee



Programme
payment

ADMISSIONS PROCESS

Requirements

Documents to send to admisiones@cmi.es:

- Curriculum vitae
- Copy of passport or ID document
- University degree giving access to Master's studies, apostilled or certified. Degrees issued by universities anywhere in the world are accepted.
- Academic transcript (record of grades)

Application

If you wish to apply for any of the scholarships offered by CMI, please send a motivation letter and scholarship application explaining your interest in the programme, together with all your documents, to: admisiones@cmi.es

Candidates are selected by the Admissions Committee, made up of CMI's management and the programme director.

Enrolment

Candidates will be informed of the outcome of the admissions process by email. Admitted candidates must pay the definitive place reservation to complete their enrolment.

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

Candidates without a university degree may be admitted by demonstrating relevant professional experience as a source of knowledge and skills under our admission criteria, in order to maximise the positive impact of our students and the Institute. In this case, a minimum of 3 years' work experience is required, evidenced by an employment letter issued by the company.



ALUMNI CLUB

At CMI, we strive to serve every student who passes through our classrooms to the highest possible standard. That is why, on completing any CMI programme, graduates enjoy all the benefits of alumni status 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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