CMI Higher Education

STEAM · SUSTAINABILITY · AI
INNOVATION · INDUSTRY 6.0

SCIENCE | TECHNOLOGY | ENGINEERING | ARTS | MATHEMATICS

Conocimiento para crecer. | Tecnología para transformar. | Personas para un mundo mejor.



Expert in

SUSTAINABLE DIGITAL MARKETING WITH AI FOR INDUSTRY 6.0

100% ONLINE · FLEXIBLE

FORMAT 20 CREDITS I 3 MONTHS

EXPERT DIPLOMA
CMI BUSINESS SCHOOL

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Certified B Corporation

ISO 9001

ISO 21000

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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

CMI

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.

CMI Higher Education
CONSCIOUS MANAGEMENT INSTITUTE

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

REPSOL

NH HOTELES

HEINZ
EST. 1869

ACCIÓN CONTRA EL HAMBRE

esa

Sabadell

Metro

cabify

Cruz Roja Española

AWARDS

PREMIOS EXCELENCIA EDUCATIVA

PREMIOS EXCELENCIA EDUCATIVA

CUM LAUDE

SPAIN UNIVERSITIES AND COLLEGES - 2022

CorporateLiveWire GLOBAL AWARDS

Most Innovative Education Provider

Ranking másteres EL MUNDO

EUROPEAN EXCELLENCE EDUCATION 2023

Financial Magazine

Actualidad Económica & Centros de Formación

Top 6 I 2023

PREMIOS SFS

CERTIFICATIONS

Empresa B Certificada

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

ISO 9001 BUREAU VERITAS Certification

CERTIFIED UNE-ISO 21001 BUREAU VERITAS

CERTIFIED CHOOSE WeImpactIndex® ESPAÑA 2023

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CMI Higher Education
CONSCIOUS MANAGEMENT INSTITUTE

Expert in

SUSTAINABLE DIGITAL MARKETING WITH AI FOR INDUSTRY 6.0

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 in Sustainable Digital Marketing with AI for Industry 6.0 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 in Sustainable Digital Marketing with AI for Industry 6.0 programme 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 in Sustainable Digital Marketing with AI for Industry 6.0 programme 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



Incubator

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.
Payment methods: card (including international cards), Bizum and direct debit for instalments, with online payment via the Enrolment Portal.

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

Cross-cutting module "AI and Industry 6.0" applied to Sustainable Digital Marketing · 3 ECTS included in the programme's 20 ECTS

Generative AI for responsible content, campaigns and creatives (text, image and video) · Automation and AI agents in marketing: segmentation, personalisation and customer service · Predictive analytics and measurement of the social and environmental impact of campaigns · Marketing in Industry 6.0: human-centred brands, traceability and conscious consumption · Ethics, privacy and the regulatory framework (GDPR and EU AI Act) for AI-driven marketing

PROGRAMME **FACULTY**

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



Dr. José Manuel Martín Herrero

PhD in Philosophy cum laude. Lecturer at UCM



Dr. Raquel Casado

PhD in Marketing and Business. Brand Marketing Manager. University and master's lecturer

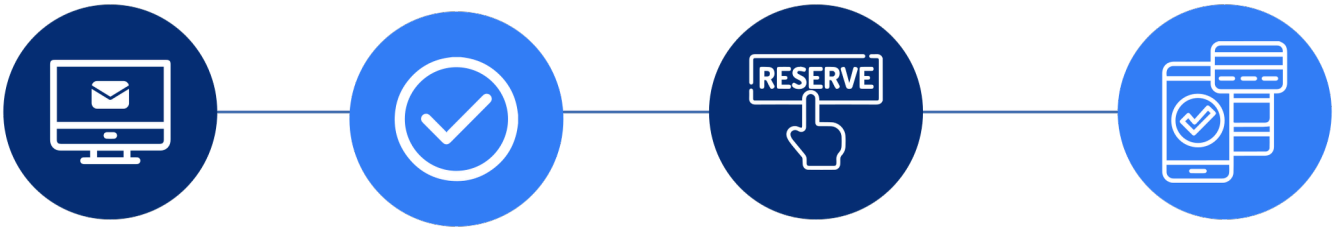


Dr. (c) Santos Cavero Pérez

Physicist. PhD Candidate in Digital Twins. Head of Technology at Clúster TIC Galicia. Sovereign AI and HPC

And other professionals from the CMI faculty. Full faculty at cmi.es/en/faculty-and-research

APPLICATION **PROCESS**



SUBMISSION OF APPLICATION

CONFIRMATION OF ADMISSION

PLACE SECURED BY PAYING THE ENROLMENT FEE

PROGRAMME PAYMENT (INSTALMENTS OR SINGLE PAYMENT)

Requirements

Upload your documents to the admissions portal: cmi.es/matriculate

- Copy of passport or ID card
- Curriculum vitae

My CMI · your personal area

NEW

One single gateway for your whole time at CMI: Virtual Campus, Virtual Library, digital student card, payments and instalments, internships, final project, Job Board, events and student services. After graduating, you stay in with the Alumni Club.
All student services: cmi.es/en/student-services

cmi.es/en/my-cmi

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 did a master's in marketing 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 in Marketing and International Trade Management with a Specialization in Artificial Intelligence and Sustainability**

> *«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 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 in Marketing and International Trade Management with a Specialization in Artificial Intelligence and Sustainability**

> *«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., Master in Business Administration (MBA) with a Specialization in Sustainable Tourism and Artificial Intelligence**

> *«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**

Google public reviews · Reviews translated from Spanish.



ALUMNI CLUB
CMI FAMILY

Once CMI, always CMI Family. You belong from day one, free of charge.

• Your city club (Madrid, Valencia, Santo Domingo, Lima and more) and community directory.

• Mentoring by alumni, for alumni.

• 10% off all programmes to keep learning.

• Job Board for 1 year after graduation, with alumni-only vacancies.

• CMI Ambassadors: contribute to the CMI community and earn a reward for every enrolment you recommend.

1st Alumni Club Gathering · 22 July 2027 · Madrid
cmi.es/en/alumni



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WhatsApp Admissions Advice 24/7:

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Questions? Ask VAL, CMI's AI guidance assistant, at cmi.es

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