CMI Higher Education

SCIENCE | TECHNOLOGY | ENGINEERING | ARTS | MATHEMATICS

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



TOP BUSINESS SCHOOL IN EUROPE 2025

CMI Business School

Awarded By EDUCATION EUROPE INSIDER

Specialist in

DIGITAL MARKETING MANAGEMENT, SOCIAL MEDIA, AND ARTIFICIAL INTELLIGENCE

STEAM · SUSTAINABILITY · AI
INNOVATION · INDUSTRY 6.0

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

SPECIALIST DIPLOMA
CMI BUSINESS SCHOOL

ON CAMPUS
30 ECTS 9 MONTHS

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www.cmi.es
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Certified B Corporation

ISO 21001

ISO 9001

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“Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them.”
— Seth Godin

(Author of ‘Permission Marketing’, 1999; definition published on his blog, 2008)

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.

Practising professionals with experience in companies and institutions.

CMI Higher Education

CONSCIOUS MANAGEMENT INSTITUTE

WHY

CMI HIGHER EDUCATION?

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

CMI Business School has been recognised as Top Business School in Europe 2025 by the US magazine EDUCATION Insider. This prestigious award reflects the outstanding quality, reputation and trust that CMI has built over the years.

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

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 Higher Education offers the highest quality standards in its services to society. All its activities are carried out through continuous improvement processes, supported by modern, advanced technological and management systems.

We have an integrated educational quality management system certified to ISO 9001 and audited by the Catholic University of Ávila (UCAV).

- Research and Development
- Guidance and support with your research
- Personalised tutoring and follow-up
- Campuses in Madrid and Valencia
- 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, development and innovation to generate cutting-edge scientific and technological knowledge in collaboration with sector stakeholders and through our scientific journal, Conscious Management Journal.

Training in Social Responsibility

We offer training products and services for excellence in the conscious management of organisations, maximising the development of people's talent.

Consulting

Our aim is to offer advanced consulting 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 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 B Corp-certified social enterprise, we foster talent with an award-winning scholarship programme (Fundación Gala) and interest-free financing.

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



CMI Business School
International school of business and technology.

Teaching staff
Our lecturers are practising professionals with experience in companies and institutions.

Experiential methodology
Theory and case studies are combined to build knowledge from experience.

International Programme
Subjects take a global business perspective.

Virtual Campus
This platform makes communication and programme monitoring easy.

Limited places
Small groups of students.

PARTNER ORGANISATIONS

























AWARDS

Most Innovative Education Provider

PREMIOS EXCELENCIA EDUCATIVA

CUM LAUDE

CMI Business School
SPAIN UNIVERSITIES AND COLLEGES - 2022

2022 Corporate Social Responsibility Awards WINNER
Conscious Management Institute S.A.
Best CSR Training Program Provider - Spain

Ranking másteres
EL MUNDO

EUROPEAN
EXC20E23LLENCE
EDUCATION

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

CERTIFIED
CHOOSE
ESG
WeImpactIndex®
ESPAÑA 2023

efr

CMI Higher Education

CONSCIOUS MANAGEMENT INSTITUTE

Specialist in

DIGITAL MARKETING MANAGEMENT, SOCIAL MEDIA, AND ARTIFICIAL INTELLIGENCE



In today's world, where technology and connectivity play a crucial role in everyday life, digital marketing and social media management have become fundamental pillars of success for any business.

The Specialist in Digital Marketing Management, Social Media, and Artificial Intelligence offers comprehensive, practical training for professionals who want to master these areas and take their business strategies to the next level.

The Specialist Diploma combines theory classes with practical workshops, real case studies and integrative projects. The methodology focuses on active learning, enabling participants to apply what they learn to real situations and receive direct feedback from industry experts.

WHO IS IT FOR?



Those who wish to deepen their knowledge of the digital field, entrepreneurs looking to boost their businesses' online presence, people interested in new trends in digital communication, students of related degrees and professionals who want to specialise in digital marketing and social media.

PROGRAMME OBJECTIVES



The overall aim of the Specialist in Digital Marketing Management, Social Media, and Artificial Intelligence is to train highly skilled professionals who can design, implement and manage effective digital marketing and social media strategies, optimising organisations' online presence, strengthening engagement with their audiences and achieving business objectives through advanced digital tools and techniques.

FORMAT AND FEES



On campus



Incubator

Fortnightly, on campus · Saturdays 9:00–14:00 and one Friday a month 16:00–21:00*
(Duration: 9 months. *Schedule subject to each intake)

Total fee[1]: €3,500 (enrolment fee[3] of €800 and diploma issuing fee of €200 included)

Fee with 25% scholarship[2]: €2,875

Interest-free financing[4]: enrolment + 8 instalments of €259

Optional additional services

Workstation rental at the CMI Incubator and Accelerator, 8 hours a week (1 full day or 2 half days) between 9 am and 5 pm + 2 monthly feedback and support sessions: €200/month + VAT.

Virtual and on-site support from the CMI Incubator and Accelerator: 2 monthly feedback and support sessions: €120/month + VAT.

Scholarships: 25% RESTART scholarship. Additional 10% discounts for pre-enrolment, single payment, group enrolment and Alumni Club members.
[1] Includes tuition, enrolment, diplomas, materials and Alumni Club membership. [2] 25% scholarship applied; with single payment, €2,688. [3] The enrolment fee secures your place after admission and is deducted from the total fee. [4] Eight instalments, payable 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.

STUDY PLAN

Digital Marketing and Communication

6 ECTS

- Introduction to marketing
- Introduction to content management and web analytics
- Communication and advertising: SEM, SEO, display
- Managing new digital business models

E-commerce and Neuromarketing

6 ECTS

- Psychology and neuroscience
- Sensory, experiential and social marketing
- Market research and consumer behaviour
- Applications of neuropsychology to marketing
- E-commerce
- Digital sales management

Artificial Intelligence Applied to Marketing

6 ECTS

- Artificial intelligence
- Analytics and big data
- Business intelligence
- New technologies and applications

Social Media Management

6 ECTS

- Social media marketing
- Graphic design and applications
- Social media advertising
- Social media content marketing

Specialist Final Project

6 ECTS

PROGRAMME FACULTY

Practising professionals with experience in companies and institutions.



Dr. (c) José María Berganza

PhD candidate in Humanities (UFV). MBA. Lecturer at UPM, USAL and UFV



María Fernanda López Mayoral

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



Dr. Raquel Casado

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

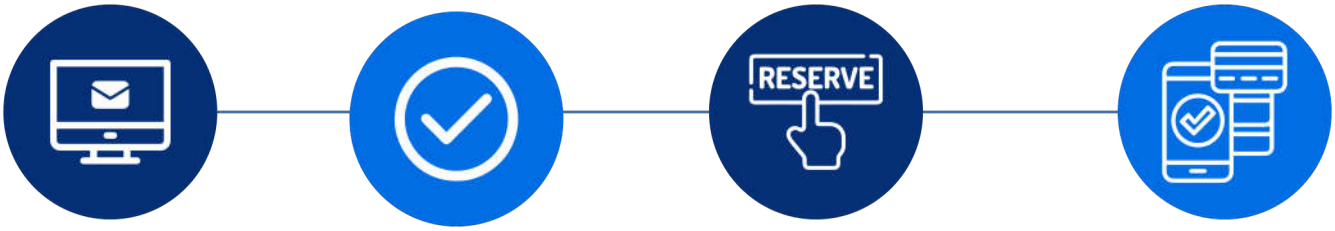


Tomás Listrani Blanco

Master's in AI and Innovation. European Certificate in Digital Competences. International analyst and historian

And other professionals from the CMI faculty. Faculty may vary from one intake and campus (Madrid and Valencia) to the next. Full faculty at cmi.es/en/faculty-and-research

ENROLMENT **PROCESS**



APPLICATION SUBMISSION

ADMISSION CONFIRMATION

PLACE SECURED BY PAYING THE ENROLMENT FEE

PROGRAMME PAYMENT (INSTALMENTS OR SINGLE PAYMENT)

Requirements

Upload your documents to the Enrolment Portal: cmi.es/matriculate

- Copy of passport or ID document
- Curriculum vitae

Enrolment

Candidates will be notified of the outcome of the admission process by email. Once admitted, enrolment is completed by paying the enrolment fee, which secures your place; the balance is paid in interest-free instalments or in a single payment with a discount. Enrolment is open all year round, subject to the availability of places.

Scholarships

If you wish to apply for a scholarship (for academic excellence, country of origin, professional background, recent graduates or unemployment), complete the Application Form on the Enrolment Portal (cmi.es/matriculate) and upload all your documents there.

WHAT OUR STUDENTS SAY

4.6 ★ on Google · over 200 reviews

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

— Danilos L., Master in Marketing

"I would 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 experience was very pleasant and enriching. As a professional, I will certainly apply everything I have 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

"I would 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 reality of business."

— Yarismar O., Master's

"Up-to-date materials, an incredible virtual campus and an unbeatable atmosphere."

— Nacho D., student

Public reviews on Google. 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

NEW · My CMI, your personal area

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



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STEAM

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

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