

INSA BARCELONA



BUSINESS, MARKETING
& COMMUNICATION
SCHOOL

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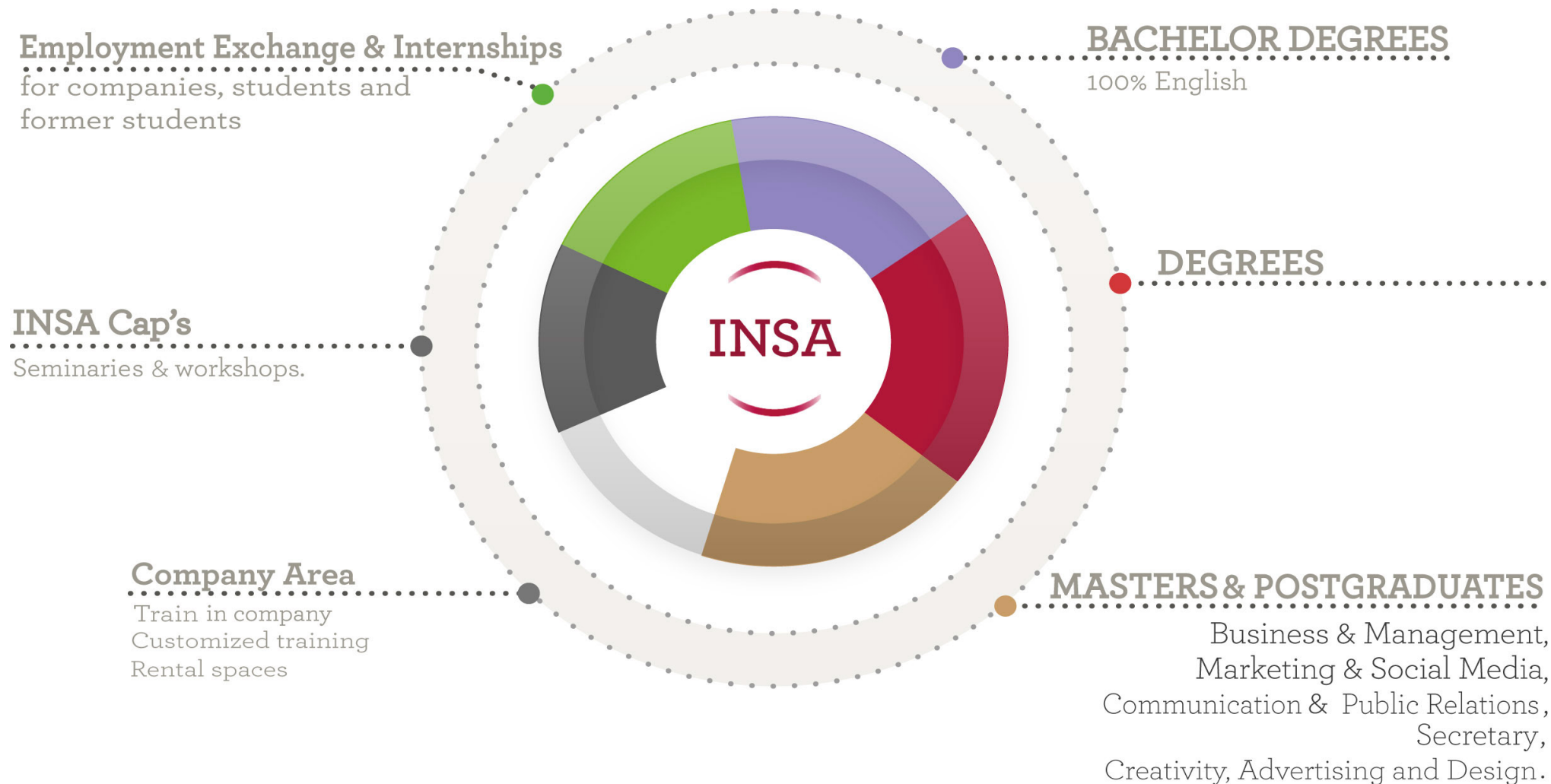
www.insaweb.net



BUSINESS, MARKETING
& COMMUNICATION
SCHOOL

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WHAT DO WE DO?





WHY STUDY AT INSA?

INSA BUSINESS, MARKETING & COMMUNICATION SCHOOL IS AN INSTITUTION SPECIALIZING IN DIFFERENT AREAS OF BUSINESS. THE SCHOOL WAS FOUNDED IN 1986 UNDER THE URGENT NEED TO INCORPORATE HIGHLY TRAINED INDIVIDUALS INTO THE LABOUR MARKET.

The good work of our teachers, flexibility in adapting our curricula at all times with the advance of new technologies and the very practical methodology (case method) made it possible to have over 10,000 graduates spread across 79 different countries.

We maintain contact with a base of 30,000 companies to encourage our students into the labour market.

Currently INSA Business, Marketing & Communication School maintains several partnership agreements with leading educational institutions both nationally and internationally.

We can say that INSA Business Marketing & Communication School is one of the best business schools in Barcelona.

We hope the information you find on these pages has kept you well informed and we can count on your presence at INSA Business, Marketing & Communication School.

"Tell me and I forget, teach me and I remember."

Benjamin Franklin

METHODOLOGY OF EDUCATION



PROFESSIONAL TEACHERS

We promote the practical side of all our studies. We do, among other things, a faculty composed of entrepreneurs and working professionals with specific and specialized profile.



INTERNSHIPS & JOB

INSA successfully developed an ambitious program of Job and internships with the aim of improving the skills and professional categories of our students, as well as facilitate the employment in each of the specific areas. This is done in a personalized way according to the profile and capabilities of students, contributing to their employment.



PRACTICAL, RIGOROUS AND COMPLETE STUDY PLANS

The academic programs are designed on a realistic and flexible approach, overcoming the rigidities that currently characterize many programs. These plans are tailored to the current needs of each profession, looking for areas of knowledge and subjects that balance the theoretical with the practical subjects.



PERSONALIZED ATTENTION TO STUDENTS

In INSA each student is unique and special. We perform a custom monitor and value the progress of each. We know their weaknesses and work and guiding them emphasize their strengths and possible career defining. To do this, classes are taught in small groups, in a dynamic way and giving much importance to the student as a person, as well as professional future.

LIVING IN BARCELONA



“BARCELONA:
MUSEUMS, MOUNTAINS,
PARKS, BEACHES,
EXHIBITIONS, THIS CITY
OPENS UP A WORLD
OF OPPORTUNITY TO
PEOPLE FROM ALL
OVER THE GLOBE. IN
BARCELONA YOU WILL
EXPERIENCE A VIBRANT
CULTURE THAT IS
UNFORGETTABLE AND
UNLIKE ANY OTHER”

Situated in the north east of Spain, Barcelona is the capital of Cataluña and the first economic zone of Spain. The city’s population is over one and a half million people.

Located on the coast of the Mediterranean, Barcelona has a warm and friendly climate, with pleasant temperatures throughout the year.

Barcelona has one of the greatest university communities in all Europe. It is home to more than 8,500 European students, which means it’s one of the most sought after destinations for students from all over the world to continue their education.

Students venture to Barcelona not only to research and study but also to immerse themselves in the city’s culture: discover it’s characteristic modernist architecture, as well as get to know the customs and remarkable hospitality of the city’s locals.

Museums, mountains, parks, beaches, exhibitions, this city opens up a world of opportunity to people from all over the globe. In Barcelona you will experience a vibrant culture that is unforgettable and unlike any other.

This gorgeous city is known as an outdoor museum that you can visit by bus, bicycle or on foot. Explore the small streets, bursting with life, by visiting a local tapas bar and enjoying your meal on the terrace.

All of these attributes make Barcelona a highly dynamic, modern, cosmopolitan city. Simply put it’s a cozy city made for the people by the people.



Barcelona Ciudad

Barcelona, capital of Catalonia. It is the second largest city in Spain, and the sixth in the European Union.

The city is divided into different neighborhoods, each with its own history and culture. Check them out!



Ciutat Vella

Old neighborhood of the city, you will find Roman and Jewish floor. The Raval and the Gothic zones surprise you with its narrow streets, dark stone, go down and you will arrive to Barceloneta, the quintessential beach of Barcelona.

It is the most central and leisure area of the city. In Eixample you will find many tourist attractions, architectural and commercial. Here they are: Paseo de Gracia, La Sagrada Familia, Casa Mila and Casa Batllo, among others..



Sants-Montjuic

In Sants-Montjuic you will find the fascinating Plaza de España, Montjuic's Fountains, the Olympic area, museums and theaters. Also one of the Main Train stations, Sants. You will have the best views of the city.



Eixample



Horta-Guinardó

Being close to the Collserola, the valley of Hebron or the stream of Horta, have determined the structure of this characteristic district. Considered one of the most industrial areas. Emphasizes the Parc of the Labyrinth and restaurants with masias style (old farmhouses) with traditional Catalan cuisine.

You will find the Park Guell, surely the most culturally and touristic attraction of Gaudi's artwork. With the streets full of bars, restaurants, shops, certainly make it the most animated neighborhood of the city.



Gracia

Thanks to the mixture of ancient and modern buildings, characterized by the design of its buildings, pedestrian walkways and football stadium of the Barcelona Football Club (Barça).



Les Corts

Characterized as a residential area with restaurants and small shops and its main commercial walkway. Perfect to stroll and shop without complications.



Sarrià-Sant Gervasi



Poble Nou

Arises 2000 as an initiative of Barcelona City Council to transform 200 hectares of industrial land in a living floor. Now is where digital and technological enterprises in the city are located.

DEGREES



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DEGREES

DEGREES

THROUGH OUR DEGREE PROGRAMME YOU ARE EXPECTED TO GAIN AN IN-DEPTH UNDERSTANDING OF SUBJECT RELATED MATERIAL THROUGH STUDYING ON A BALANCED RANGE OF DIFFERENT SUBJECT MODULES, WHILE SIMULTANEOUSLY DEVELOPING KEY EMPLOYABILITY SKILLS AND COMPETENCIES FROM THE TEACHING, LEARNING AND ASSESSMENT EXPERIENCES YOU WILL PARTICIPATE IN.

YOU CAN ALSO TAKE AN OPTIONAL WORK PLACEMENT THAT WILL GIVE YOU AN ADVANTAGE IN THE GRADUATE JOB MARKET.

BUSINESS COMMUNICATION

ADVERTISING, PUBLIC RELATIONS + MARKETING

Duration

3 academic years + 1 year Master

Starting Date

October

Price

5.500€ (1st year) +
6.000€ + 6.000€ + 6.000€

Link

<http://www.insaweb.net/estudios/carreras/publicidad-y-relaciones-publicas/?lang=en>

BUSINESS MANAGEMENT & MARKETING

Duration

3 academic years

Starting Date

October

Price

5.500€ (1st year) +
6.000€ + 6.000€ + 6.000€

Link

<http://www.insaweb.net/estudios/carreras/direccion-comercial-y-marketing/?lang=en>

- Admission requirements:
- Since High School (no need Selectivity)
 - From Vocational Training
 - Overcoming own admission test (PAP)

More information about registration / admissions:
T. (+34) 93 280 66 96 / info@insaweb.net

ASSISTANT MANAGER

Duration

3 academic years

Price

5.500€ (1st year) + 6.000€ + 6.000€ + 6.000€

Starting Date

October

Link

<http://www.insaweb.net/estudios/carreras/secr-tariado-internacional-de-alta-direccion/?lang=en>

DIRECTION & MANAGEMENT OF COMPANIES

Duration

3 academic years

Starting Date

October

Price

5.500€ (1st year) +
6.000€ + 6.000€ + 6.000€

Link

<http://www.insaweb.net/estudios/carreras/direccion-y-gestion-de-empresas/?lang=en>

DIGITAL MARKETING & SOCIAL MEDIA

Duration

3 academic years

Starting Date

October

Price

5.500€ (1st year) +
6.000€ + 6.000€ + 6.000€

Link

<http://www.insaweb.net/estudios/carreras/social-media-marketing-digital/?lang=en>

BACHELLORS



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BACHELOR DEGREES

BACHELOR DEGREES

AN IDEAL PROGRAMME FOR GAINING AN UNDERSTANDING OF BUSINESS IN GENERAL AND THE ROLE OF MARKETING IN SERVICE BUSINESS AND SMALLER ENTERPRISES IN PARTICULAR.

SINCE MARKETING IS ONE OF SEVERAL FUNCTIONAL AREAS WITHIN AN ORGANISATION, THIS PROGRAMME LINKS MARKETING ROLES, TASKS AND FUNCTIONS WITH OTHER ORGANISATIONAL ACTIVITIES SUCH AS MANAGEMENT, ACCOUNTING AND ECONOMICS.

FEATURES

LEVEL 4 / YEAR 1

Economic & Financial Aspects of Business
Organisational Behaviour and Analysis Principles of Marketing
Quatitative Methods for Business Applications

LEVEL 5 / YEAR 2

Human Resources in Business
Business Environment
Marketing Research
Option Module (to be confirmed)

LEVEL 6 / YEAR 3

Services Management
Enterprise and Small Business
Marketing Strategy and Planning
Option Module (to be confirmed)

BUSINESS MANAGEMENT & MARKETING

DURATION

3 academic years

STARTING DATE

October

PRICE

7.200€ per year

LINK

<http://www.insaweb.net/estudios/carreras/direccion-comercial-y-marketing/?lang=en>

Admission requirements:

Motivation letter
High school transcript (3 years)
Academic recommendation letter
English certificate
Interview with our admissions department

More information about registration / admissions:

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FEATURES

LEVEL 4 / YEAR 1

Economic for Business and Management
Principles of Marketing
Quatitative Methods for Business Applications
Understanding People in Organisations

LEVEL 5 / YEAR 2

Human Resources Management
Managed Finance and Accounting
Strategic Business Environment
Option Module (to be confirmed)

LEVEL 6 / YEAR 3

International Business Strategy
Cross Cultural Management
International Marketing
Two Option Modules (to be confirmed)

BUSINESS MANAGEMENT & MARKETING

DURATION

3 academic years

STARTING DATE

October

PRICE

7.200€ per year

LINK

<http://www.insaweb.net/estudios/carreras/direccion-comercial-y-marketing/?lang=en>

MASTERS



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MASTERS IN BUSINESS**MASTERS IN BUSINESS**

PROGRAMME	INTAKES	PRICE	LINK
• MBA IN MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES	• OCTOBER / FEBRUARY	• 4.400 € (1.200 + 3.200)	• HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/BUSINESS-MANAGEMENT/MBA-EN-DIRECCION-DE-LA-PEQUENA-Y-MEDIANA-EMPRESA/?LANG=EN
• INTERNATIONAL MBA (ENGLISH)	• OCTOBER / FEBRUARY	• 7.400 € (1.200 + 6.200)	• HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/BUSINESS-MANAGEMENT/INTERNACIONAL-MBA/?LANG=EN
• MASTER IN EXECUTIVE ASSISTANT MANAGER	• OCTOBER / FEBRUARY	• 3.300 € (600 + 2.700)	• HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/SECRETARIADO-INTERNACIONAL-DE-ALTA-DIRECCION/MASTER-EN-SECRETARIADO-INTERNACIONAL-DE-ALTA-DIRECCION/?LANG=EN
• MASTER IN TRANSLATION AND INTERPRETING IN GLOBAL ENTERPRISES (ENGLISH)	• OCTOBER / FEBRUARY	• 4.600 € (1.200 + 3.200)	• HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/BUSINESS-MANAGEMENT/INTERNACIONAL-MBA/?LANG=EN
• MASTER IN PROJECT MANAGEMENT	• OCTOBER / FEBRUARY	• 4.400 € (1.200 + 3.200)	• HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/BUSINESS-MANAGEMENT/MASTER-EN-GESTION-DE-PROYECTOS/?LANG=EN
• MASTER IN PURCHASING AND SUPPLY CHAIN	• OCTOBER / FEBRUARY	• 3.300 € (1.200 + 2.100)	• HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/DE-BUSINESS-MANAGEMENT/MASTER-EN-DIRECCION-COMPRAS-Y-APROVISIONAMIENTOS/?LANG=EN
• MASTER IN REVENUE MANAGEMENT	• OCTOBER / FEBRUARY	• 2.400 € (600 + 1.800)	• HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/BUSINESS-MANAGEMENT/MASTER-EN-REVENUE-MANAGEMENT/?LANG=EN
• MASTER IN BUSINESS INTELLIGENCE	• OCTOBER / FEBRUARY	• 6.400 € (1.200 + 5.200)	• HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/BUSINESS-MANAGEMENT/GE-MASTER-EN-BUSINESS-INTELLIGENCE/?LANG=EN
• MASTER IN BUSINESS MANAGEMENT (ENGLISH)	• OCTOBER / FEBRUARY	• 5.100 € (1.200 + 3.900)	• HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/BUSINESS-MANAGEMENT/MASTER-IN-BUSINESS-MANAGEMENT/?LANG=EN

 More information about registration / admissions:

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MASTERS IN ADVERTISING

MASTERS IN ADVERTISING

PROGRAMME	INTAKES	PRICE	LINK
<ul style="list-style-type: none"> MASTER EN PUBLICIDAD Y EMPRESA 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 5.100 € 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MAESTERS/PUBLICIDAD-CREATIVIDAD-Y-DISENO/MASTER-EN-PUBLICIDAD-Y-EMPRESA/?LANG=EN
<ul style="list-style-type: none"> MASTER EN PUBLICIDAD CREATIVA 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 4.400 € (1.200 + 3.200) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MAESTERS/PUBLICIDAD-CREATIVIDAD-Y-DISENO/MASTER-EN-PUBLICIDAD-CREATIVA/?LANG=EN
<ul style="list-style-type: none"> MASTER EN DIRECCIÓN DE ARTE Y PRODUCCIÓN PUBLICITARIA 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 3.100 € (600 + 2.500) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MAESTERS/PUBLICIDAD-CREATIVIDAD-Y-DISENO/MASTER-EN-DIRECCION-DE-ARTE-Y-PRODUCCION-Y-REALIZACION-PUBLICITARIA/?LANG=EN
<ul style="list-style-type: none"> MASTER EN PUBLICIDAD RELACIONES PUBLICAS Y MARKETING 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 6.200 € (1.200 + 5.000) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MAESTERS/COMUNICACION-Y-RRPP/MASTER-EN-COMUNICACION-EMPRESARIAL/?LANG=EN

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T. (+34) 93 280 66 96

MASTERS IN MARKETING

MASTERS IN MARKETING

PROGRAMME	INTAKES	PRICE	LINK
<ul style="list-style-type: none"> MASTER IN MARKETING AND SALES MANAGEMENT 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 4.400 € (1.200 + 3.200) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/MARKETING/MASTER-EN-DIRECCION-DE-MARKETING-Y-GESTION-COMERCIAL-2/?LANG=EN
<ul style="list-style-type: none"> MASTER IN MARKETING RELACIONAL, DIRECTO & INTERACTIVO 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 2.400 € (600 + 1.800) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/MARKETING/MASTER-EN-MARKETING-RELACIONAL-DIRECTO-INTERACTIVO-2/?LANG=EN
<ul style="list-style-type: none"> MASTER IN MARKETING INTELLIGENCE 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 2.400 € (600 + 1.800) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/MARKETING/MASTER-EN-MARKETING-INTELLIGENCE-2/?LANG=EN
<ul style="list-style-type: none"> MASTER IN MARKETING DIGITAL & SOCIAL MEDIA 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 4.400 € (1.200 + 3.200) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/MARKETING/MASTER-EN-MARKETING-2-0-Y-SOCIALMEDIA/?LANG=EN
<ul style="list-style-type: none"> MASTER IN MARKETING MANAGEMENT (ENGLISH) 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 5.100 € (1.200 + 3.900) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/MARKETING/MASTER-IN-MARKETING-MANAGEMENT/?LANG=EN
<ul style="list-style-type: none"> MASTER IN FOREIGN TRADE & INTERNATIONAL MARKETING (ENGLISH) 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 5.100 € (1.200 + 3.900) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MASTERS/MARKETING/MASTER-IN-FOREIGN-TRADE-INTERNATIONAL-MARKETING/?LANG=EN

 More information about registration / admissions:

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MASTERS IN COMMUNICATION

MASTERS IN COMMUNICATION

PROGRAMME	INTAKES	PRICE	LINK
<ul style="list-style-type: none"> MASTER ADVERTISING, PUBLIC RELATIONS & MARKETING (BUSINESS COMMUNICATION) 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 6.200 € (1.200 + 5.000) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MAESTERS/COMUNICACION-Y-RRPP/MASTER-EN-COMUNICACION-EMPRESARIAL/?LANG=EN
<ul style="list-style-type: none"> MASTER IN BUSINESS COMMUNICATION (ENGLISH) 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 7.400 € (600 + 1.800) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MAESTERS/COMUNICACION-Y-RRPP/MASTER-IN-BUSINESS-COMMUNICATION/?LANG=EN
<ul style="list-style-type: none"> MASTER PUBLIC RELATIONS & EVENT MANAGEMENT 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 2.400 € (1.200 + 6.200) 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MAESTERS/COMUNICACION-Y-RRPP/MASTER-EN-RELACIONES-PUBLICAS-Y-ORGANIZACION-DE-EVENTOS/?LANG=EN
<ul style="list-style-type: none"> MASTER IN PROTOCOL & ORGANIZATION 	<ul style="list-style-type: none"> OCTOBER / FEBRUARY 	<ul style="list-style-type: none"> 5.100 € 	<ul style="list-style-type: none"> HTTP://WWW.INSAWEB.NET/ESTUDIOS/MAESTERS/COMUNICACION-Y-RRPP/MASTER-EN-PROTOCOLO-Y-ORGANIZACION/?LANG=EN
		<ul style="list-style-type: none"> 3.100 € (600 + 2.500) 	

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ENROLLMENT PROCESS



1. ADMISSION PROCESS

Those interested in any of INSA's programs must complete the admission process for either Master's or Higher Degree. This admission process looks at the appropriateness of the future student's profile for the studies requested.

It is a process that does not involve any commitment by the prospective student.

2. REGISTRATION

Once applicants are notified by e-mail or telephone of their acceptance into the program requested, we will send the registration form as a first step to formalize the reservation of a place.

The number of places is limited so registration will remain open until all spaces established for each program are full. This registration form can be completed and sent by mail directly.

3. PAYMENT OF THE RESERVATION FEE

Acceptance into a program and sending the registration form does NOT mean the automatic reservation of a place.

Upon receipt of the reservation fee, validated by us, INSA will reserve a place.

The allocation of places for the courses takes place in strict order of receipt of the reservation fee.

4. SEND DOCUMENTATION

To complete the registration process students are required to send us some documents by mail, such as a photocopy of the DNI or NIE or two current passport size photographs. The complete list will be sent by INSA.

5. FINAL PAYMENT

The last step to becoming a student of INSA is the payment of the balance of tuition.

This payment should be done just before the start of the course, or in the case of payment by installments, the specific document to that effect should be returned before the course starts.

At this time, on receipt of the amount or documentation, the student will have completed the process of registration.

OTHER SERVICES

STUDENT VISA

INSA Business, Marketing & Communication School advises all students who require a student visa on how and where to complete the necessary formalities. They are also advised on what documents they need to provide at the Spanish embassy or consulate back in their countries.

When students arrive in Barcelona they are attended personally and informed where to go and what steps to take in order to obtain an international student identification number (NIE). Advisors also assist students who require further studies in Barcelona on how to renew the NIE.

ACCOMODATION

INSA Business, Marketing & Communications School has agreements with various residence halls and dormitories for students who live away from home. There are several links to them on our webpage. We also assist and advise students who need to rent a flat or room in a shared apartment in Barcelona. Students receive any necessary advice concerning the rental process from the legal point of view, different areas to stay (the pros and cons of each), various kinds of housing and how to find them, as well as different price ranges. Individual monitoring is established until the student finds an appropriate place to live.

FUNDING

INSA has an arrangement with Sabadell Bank to provide financing for students in order to pay the cost of their studies; the deadline to return the loan is between 1 to 10 years depending on the individual circumstances. There is also an internal financing programme, which students may benefit from, for students who wish to pay the tuition in 8 installments.

HEALTH INSURANCE

Students are able to take out a student health insurance policy through the school. INSA has an agreement with one of the largest international insurance companies (AVI International). Students may sign up directly from our website.

If a student needs to use that insurance, both INSA and AVI staff will be happy to answer any questions they may have.





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