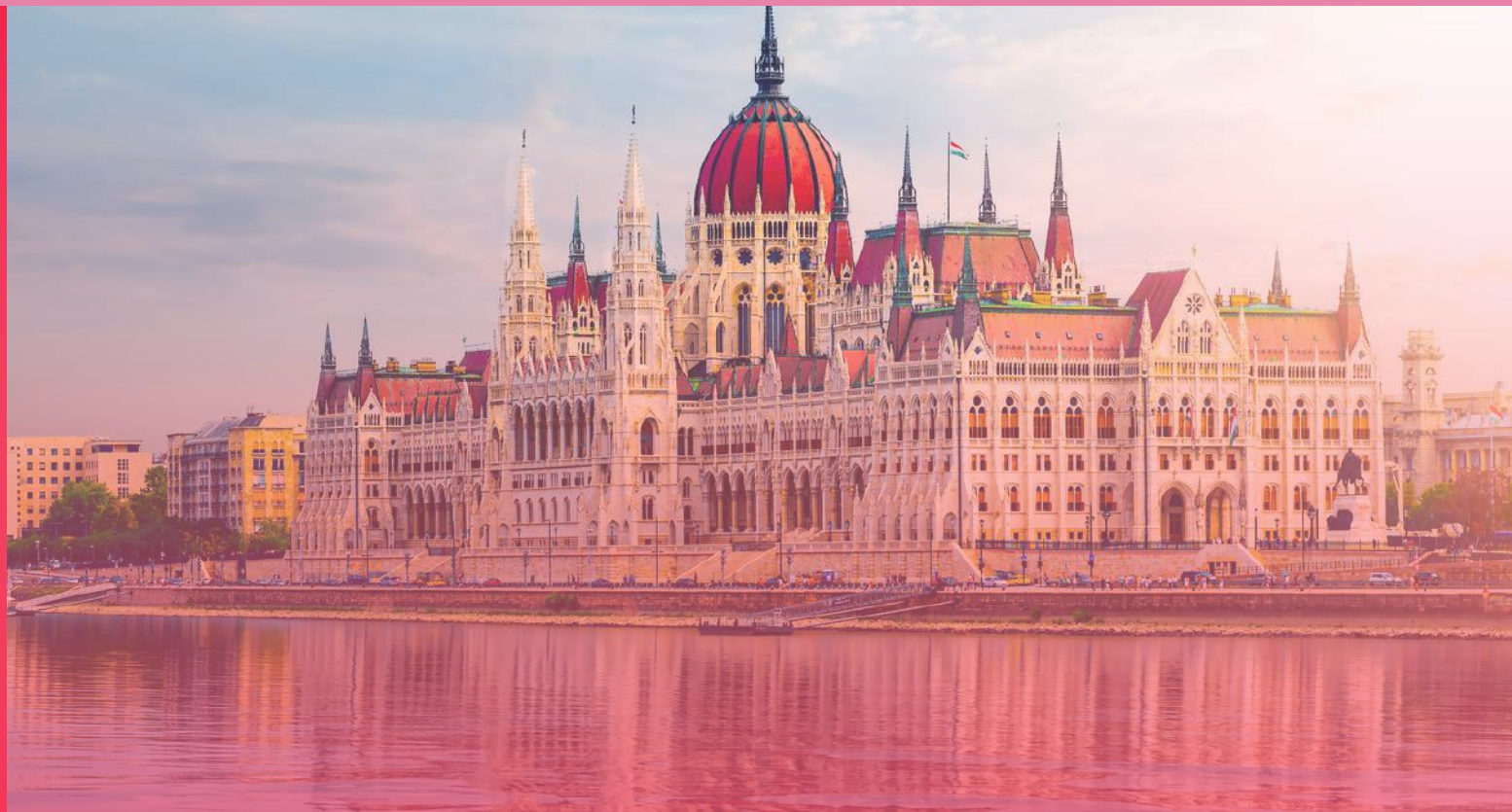




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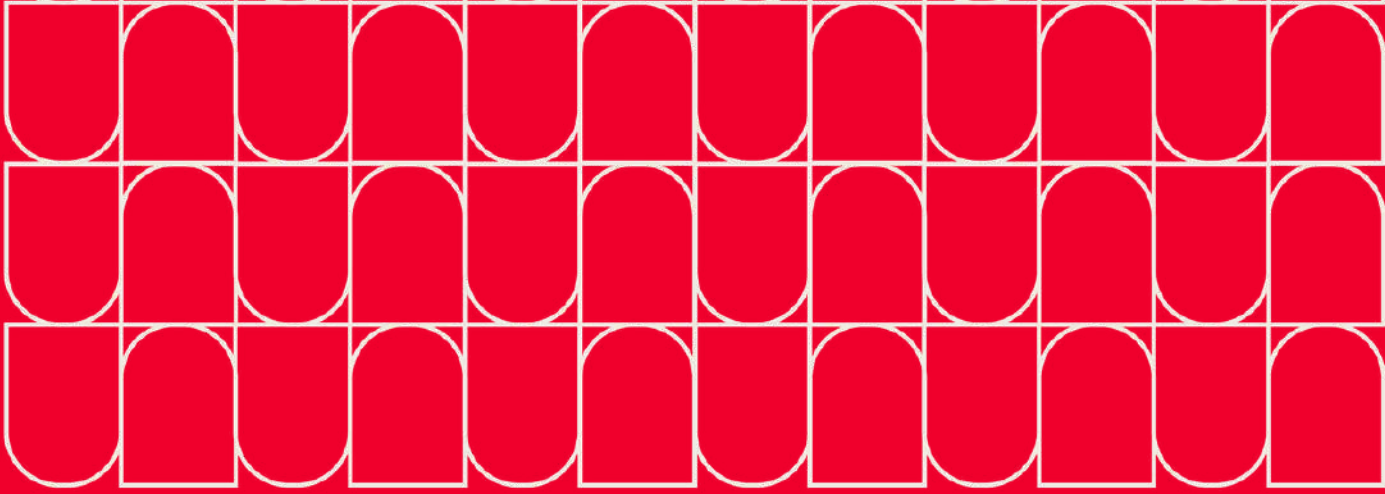


INTERNATIONAL MARKETING & CRISIS MANAGEMENT

JANUARY 4TH - 15TH 2027

2027
WINTER





Introduction to ESSCA

ESSCA in a few words

Founded in 1909, ESSCA School of Management prepares its students through a five-year programme to become managers in marketing, finance, and management in an international environment.

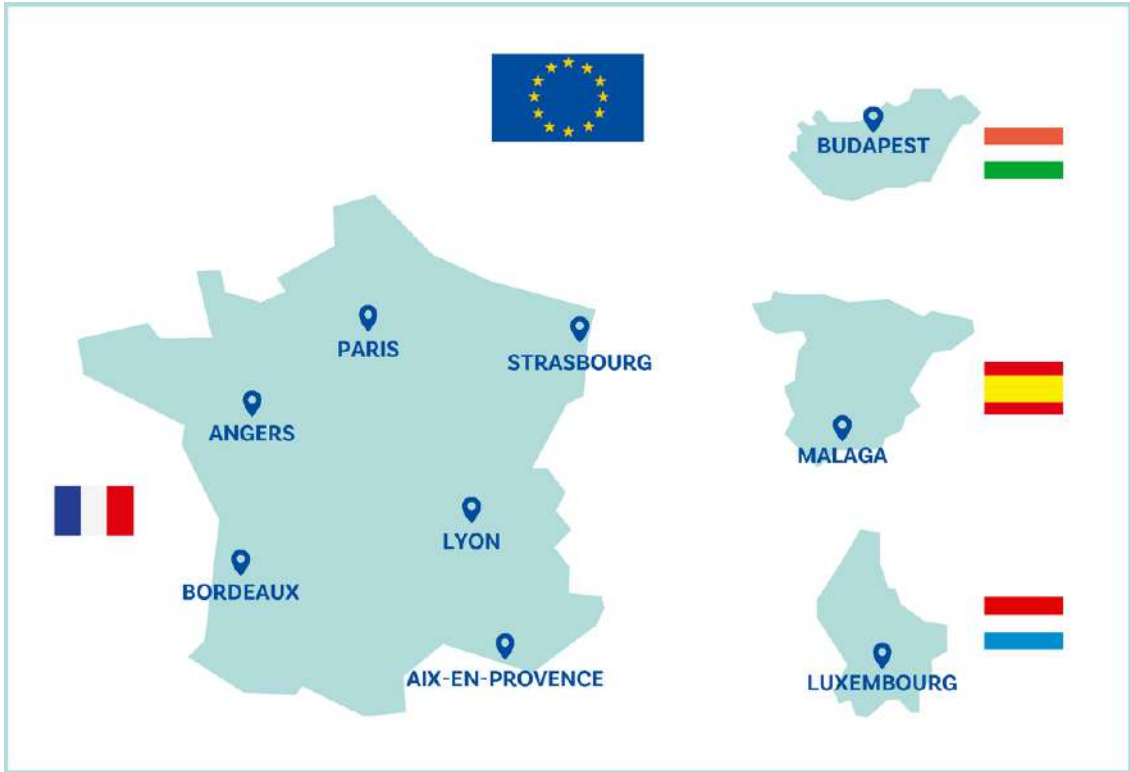
One of the post-secondary business school with international accreditation, ESSCA has been granted five « labels » of excellence: Conférence des Grandes Écoles, the Master's degree, the EPAS certification, the AACSB accreditation and the EQUIS accreditation. In 2023, ESSCA ranked 54th in the Financial Times ranking.

ESSCA offers international programmes on 10 sites: Angers, Paris, Aix-en-Provence, Strasbourg, Malaga, Luxembourg, Budapest and Shanghai, along with a network of 250 partners universities in 54 countries.
At present, the school works with some 3,000 companies.



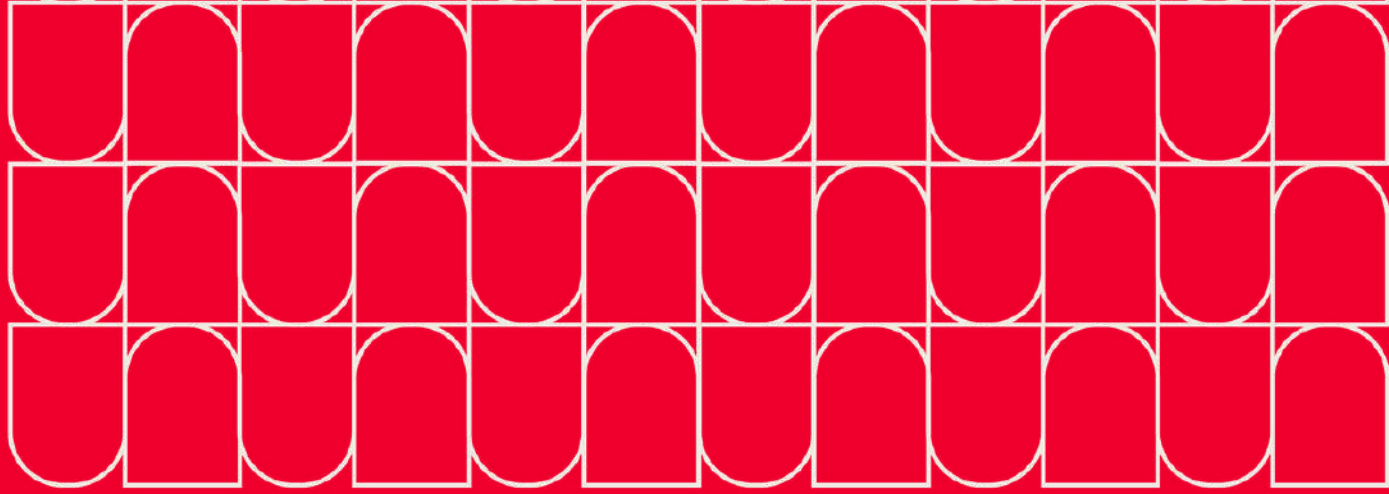
ESSCA: Creating Futures

In the top 1% business schools worldwide



ESSCA key figures





Presentation of the Programme

The Programme



- ▶ Intensive 2-week programme
- ▶ Entirely taught in English
- ▶ Open to undergraduate & postgraduate students
- ▶ Offers a multicultural learning environment which develops cross-cultural skills
- ▶ Provides a knowledge into the essential aspects of International Marketing, Logistics and Self Leadership Includes field trips to outstanding cultural sites
- ▶ 7.5 ECTS (3.75 per course) - 4 US credits
- ▶ 60h of study: including field trips & personal work

Teachings

International Marketing

3.75 ECTS: 30 hours face to face

During the course the students will get a comprehensive insight into the different international marketing concepts the companies can follow, the many different tasks an international marketing manager/director must do as well as the ways of controlling the performance of these activities. The students also learn how to elaborate and present an international marketing plan. By the end of the course the students will be able to make a clear distinction between the marketing activities which must be performed in the local market and the marketing tasks which have to be completed in international markets.

Crisis Management

3.75 ECTS: 30 hours face to face

The course involves with a relatively new field of management the Crisis management. Crisis management is about “proactive activities to respond to a major threat to a person, group or organization.”(Nayor). The Crisis management course focuses on different crisis methods, the Crisis Management Plan, the types of crisis, the special crisis management leadership competencies and the models and theories of crisis management.

Extra-curriculum



- ▶ Cultural visits
- ▶ Boat tour
- ▶ Social events
- ▶ Welcome & farewell events

Key dates

- ▶ Nomination: 1st of November
- ▶ Application deadline: 15th of November
- ▶ No refund after the 1st of November
- ▶ Accommodation Check-in Date: 3rd of January
- ▶ Programme starting date: 4th of January
- ▶ Programme ending date: 15th of January
- ▶ Accommodation Check-out Date: 16th of January
- ▶ After the application deadline, please check directly with us if there are still places available



Practical Information

Visa

For participants from non-European countries, a short-stay visa may be mandatory. Please ask your local study abroad advisor and/or local Embassy. Should a visa be necessary, it will be delivered on proof of your official letter of acceptance issued by ESSCA following your registration.

International health insurance

Valid international health insurance or travel insurance covering hospital care and repatriation is required to fulfil your registration on the Summer Programme.

Please send us a copy with your application and make sure your document is written either in French or English.

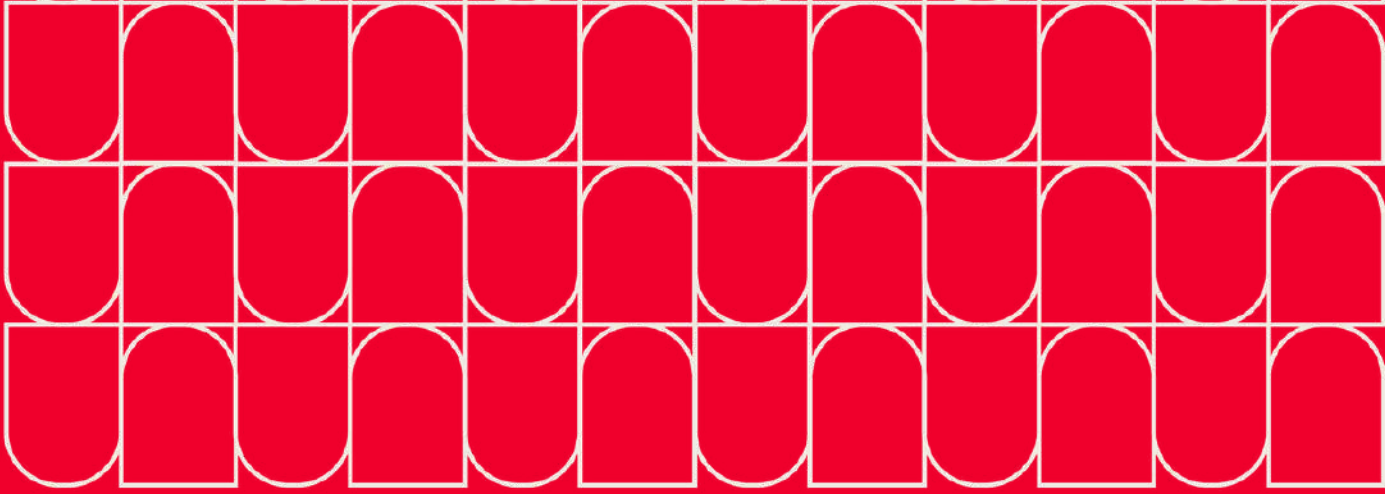
Class time and textbooks

Generally, students will have up to six contact hours per day. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers, but a laptop is highly recommended.

The Campus

- ▶ Located in the heart of the Hungarian capital, known for its amazing architecture, endless career opportunities and vibrant international life.
- ▶ Easily accessible by metro and tram, close proximity of the Budapest's main attractions.
- ▶ A campus with an international outlook and a strong local presence.





Practical information

Accommodation



- ▶ Same gender twin bed rooms
- ▶ 15 minutes from campus
- ▶ Central location

Fees

Normal fee: EUR 2 000

Exchange discounted fee*: EUR 1 300

Included

- ▶ Courses and course material
- ▶ Scheduled visits and field trips
- ▶ Accommodation in twin same gender shared room
- ▶ Welcome and farewell social events
- ▶ A 55€ non refundable administration fee

Not included

- ▶ Personal expenses
- ▶ Meals
- ▶ Transportation (local public and international)

**To benefit from the exchange rate, you must be nominated by your home university*

Entry Requirements



- ▶ Students must have completed at least one year of undergraduate studies or have begun graduate studies at their home institution
- ▶ Students must be able to attend lectures, ask and answer questions, give presentations and write formal assignments in English (roughly equivalent to a score of 80 on the TOEFL® iBT)
- ▶ Space limited, waiting list possible
- ▶ Applications will be processed on a “first come, first served” basis, including nomination



ESSCA

SCHOOL OF
MANAGEMENT

Short-programs@essca.fr

ESSCA Budapest
Czuczor utca 6
1093 BUDAPEST
HUNGARY

We look forward to seeing you!

Creating Futures



AACSB, AMBA, and EQUIS
accredited

Associate member
of UCO (Université Catholique
de l'Ouest)

Member of FESIC and
Conférence des Grandes
Ecoles

EESPIG certified



2027

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