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BUREAU VERITAS
Certification



THE BEST BUSINESS SCHOOL IN SPAIN IN CSR
BOTH ON-SITE AND ONLINE

#1 CSR Awards U.K.



CONSCIOUS MANAGEMENT INSTITUTE

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

CMI Business School



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28005 Madrid, Spain

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🌐 www.cmi.es

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



FORMATS:

-Full Time On-Site
-Online

DUAL DEGREE:

MASTER'S FROM CMI BUSINESS SCHOOL
MASTER'S FROM LA UNIVERSIDAD
CATÓLICA DE ÁVILA (UCAV)
ECTS: 60



***“THE MOST
IMPORTANT THING
IN COMMUNICATION
IS HEARING WHAT
ISN ´T SAID”.***

- PETER DRUCKER.

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WHY

CMI Business School?

CMI is an innovative international business and technology school that offers programs of excellence that are at the forefront of responsible business and organizational management.

CMI Business School has been recognized as the Top Business School in Europe 2025 by the North American magazine EDUCATION Insider. This prestigious accolade reflects the excellent quality, reputation and trust that CMI has built over time.

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

At CMI we work to lead, promote and execute scientific and technological research activities that encompass the entire development and implementation process, from exploring the limits of knowledge to the end of the life cycle of all products and services, considering the needs of a sustainable and circular economy.

CMI Business School offers the highest quality standards in its services to society. All its activities are developed through continuous improvement processes, supported by modern and advanced technological and management systems.

CMI is a signatory of the Global Compact and a member of the UN academic network PRME (Principles for Responsible Management Education) to promote Corporate Social Responsibility and Sustainability.

PRME AWARDS



Research and Development

Tutoring and research assistance



In-class lectures

Campus in Madrid



Live-streamed classes

Virtual Campus



Employment and Networking

Employment opportunities, Internships and Alumni Club



Scholarships and Financial Aid

For new and alumni students



EXPERIENCE

CMI Business School

Studying at CMI means training at an institution whose mission is to work towards making the world a better place, both socially and environmentally, through our high-quality academic activity, focused on helping underserved people and the environment.

At CMI, we work tirelessly because, just like our students, collaborators, and so many others, our goal is to leave the world a better place for future generations.

ORGANISATIONAL PARTNERSHIPS



- ✓ **CMI Business School**
International school of business and technology
- ✓ **Faculty members**
Our teachers are experienced professionals, doctors, doctoral candidates and researchers in the subject areas taught
- ✓ **Expirience-based methodology**
Theory and case studies are combined to create knowledge based on expirience
- ✓ **International Programme**
The programme has a global business perspective
- ✓ **Virtual Classroom**
This platform facilitates communication and monitoring of the academic programme
- ✓ **Limited Spots**
Maximum of 30 students per class



UCAV
www.ucavila.es

CMI Business School, a leading international institution in conscious organisational management, offers a dual university degree through an agreement with Universidad Católica de Ávila (UCAV). This collaboration aims to provide students with greater opportunities.

The Universidad Católica de Ávila is a dynamic institution that actively engages with all sectors of society in a two-way interaction. It brings together professionals from diverse industries, bridging the gap between real-world needs and educational training, and anticipating the evolving demands of the labour market.

With a strong commitment to society, the university seeks to strike a balance between education and the needs of the workforce. The Universidad Católica de Ávila dismantles barriers, turning its Corporate Social Responsibility into action through various initiatives. Every day, it invests its passion and dedication to help build a better society.

MASTER'S IN RESPONSABLE MARKETING MANAGEMENT AND INTERNATIONAL BUSINESS

CMI offers its programme in Responsible Marketing and International Trade Management, the most comprehensive master's degree in its category. It provides an integrated perspective on new technologies, digital marketing, and sales team management for responsible and sustainable global commerce.



This Commercial and Marketing Management Programme will enable you to boost your career by equipping you with the skills to exercise responsible leadership in business development management across all types of companies and organisations.

The curriculum covers everything necessary to lead sustainable business growth, taking into account new technologies, advancements in neuroscience, and the best management techniques for leading high-performance sales teams.

The programme is delivered using the latest technologies and pedagogical methodologies, with a strong practical focus. It is taught by a faculty of excellent researchers, renowned for their expertise in both the professional and academic fields.

The Master's in Responsible Marketing and International Trade Management has an international scope, focusing on the sustainable growth of sales and exports in a global context, while acquiring new, more loyal, and engaged customers.



TARGET AUDIENCE

This programme is aimed at individuals who aspire to embody the leader that society demands—one who is committed to driving organisational growth that creates a positive impact.

Applicants for this Master's programme at CMI Business School must hold a Bachelor's degree, Master's degree, or equivalent qualifications in Psychology, Engineering, Law, Education, or other degrees that are equivalent or complementary to those listed, within the same field as the described profiles.

PROGRAMME OBJECTIVES



GRADUATE PROFILES

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

Main Role of the Graduate Profile Recognised in the Professional Sector:

Lead and develop the competencies and skills necessary to plan, execute, and successfully manage the commercial and marketing areas of all types of organisations.

Career Prospects:

Positions in commercial management and leadership aimed at driving professional growth in the field of customer-consumer analysis.

PROFESSIONAL INTERNSHIPS IN COMPANIES

All master's programmes at CMI include 12 ECTS credits for Professional Internships in companies, to help students integrate and develop in the job market, complementing the knowledge acquired throughout the curriculum. Additionally, all students will have the option to continue the internship period on an extracurricular basis, without additional credits, for an additional 6 months. These internships can be waived for students who have at least 3 years of work experience in the programme's field.



FORMATS AND SCHEDULE



On-Site
Full Time

Tuesdays, Wednesdays
and Thursdays
3:30pm - 6:30pm




Online
Live-streamed classes

Flexible
Schedule


Consult your adviser regarding the upcoming announcement.

All programmes are intensive, with a duration of 1 academic year .

FEES and Applicable Conditions¹



ON-SITE



ONLINE

MASTER'S DEGREE (SPANISH OR ENGLISH)				
Master's Price	Tuition Fee	Diploma cost (CMI+UCAV)	10% discount for early payment	PAYMENT METHOD
6.770€	900€ ³	250€	6.343€ ²	10 installments of 634,30€ + Tuition fee ⁴
3.215€	900€ ³	250€	3.143,50€ ²	10 installments of 314,35€ + Tuition fee ⁴

1. The price includes all programme materials and membership to the CMI Alumni Club.

2. Full payment must be made before the programme begins.

3. The spot is reserved upon payment of the enrolment fee once admission to the programme is communicated.

4. 10 remaining installments: to be paid within the first 5 days at the beginning of each month.

SCHOLARSHIPS AND FINANCIAL AID

CMI offers study scholarships for master's programmes in all its modalities, thus promoting the democratisation of quality education and equal opportunities. CMI's sustainable scholarship plan has been recognised with an Academic Excellence Award by the Gala Foundation. The study aids include:



Up to 50% scholarships for academic excellence.



Up to 25% discount for professional experience in CSR, NGOs, or similar fields, unemployed individuals, or recent graduates.

We also offer additional discounts for early registration, group enrolment, and for members of the Alumni Club.



MASTER'S CURRICULUM

The curriculum stands out by combining the essential elements needed to excel as a responsible leader: cutting-edge knowledge with scientific rigor, practical exercises that allow students to apply what they've learned, and experiential learning components that optimize the benefits in each area of study and development.

Below are the main subject fields of the curriculum, which may vary and are subject to the latest modifications deemed appropriate by each expert in accordance with the latest advances in their field, with the aim of always providing a cutting-edge education.



First Quarter

•Strategic Marketing for Sustainable Organisations <ul style="list-style-type: none"> • Sustainable Strategy Management • The Purpose of the Organisation's Existence • Collaborative Strategy • Definition and Management of the Sustainable Strategic Plan • Strategic Marketing 	2 ECTS
•Responsible International Trade I: Fundamentals of CSR and International Trade <ul style="list-style-type: none"> • Social Responsibility, Sustainable Development, and Human Rights • International Dimension of CSR • CSR Institutions and Organisations in International Trade • International Guidelines and Directives for CSR and Responsible Trade interaction and application 	2 ECTS
•Neuromarketing I: Psychology and Neuroscience. 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
•Digital Marketing I: Strategies and Digital Technologies <ul style="list-style-type: none"> • Digital Marketing Strategies • New Technologies and Applications • Trends in Digital Marketing • Website and App Creation 	4 ECTS
•Communication, Advertising, and Public Relations <ul style="list-style-type: none"> • Communication Management • Planning and Managing Online and Offline Advertising • Public Relations and Institutional Relations Management • Branding, Brand Image, and Reputation Management 	4 ECTS

Continue on the next page

Second Quarter

- **Responsible International Trade II: Commercial Management and Leadership in the Global Environment** 3 ECTS
 - Linear Economy vs. Circular Economy
 - Administrative and Economic Management of International Trade
 - International Trade: Analysis of a Country's Economic Aspect
 - Inclusive Markets
 - Foreign Policy Tools
 - Change Management
 - Fair Trade, Certifications, and Responsible Consumption
 - Commercial Management vs. Marketing Management in a Differentiated Environment
 - Commercial and Marketing Planning
 - Control and Monitoring
 - Towards a New Approach to Managing Commercial Team Members
- **Neuromarketing II: Market Research and Consumer Behavior** 3 ECTS
 - Market Research
 - Consumer Behavior
 - The Conscious Consumer
- **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
- **Digital Marketing II: Management of New Digital Business Models and E-Commerce** 3 ECTS
 - Management of New Digital Business Models
 - E-Commerce Management
 - Logistics and E-Commerce Content Management
- **Neuromarketing III: Applications of Neuropsychology to Marketing** 3 ECTS
 - Applications of Neuropsychology to Marketing

Third Quarter

- **Management of Research, Development, and Innovation** 1 ECTS
 - Research Methodologies for Managing Responsible Organisations
 - Development of Sustainable Products and Services
 - Innovative Organisations
 - Infrastructure, Resources, and Financing
 - Integrated Management of R&D&I Projects
 - R&D&I Communication

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- **Conscious Leadership** 1 ECTS
 - The Keys to Responsible Leadership as a Driver of Organisational Development
 - Values as the Core of Human Development and Continuous Improvement
 - Skills of the Responsible Leader for Excellence in Self-Management and Management of High-Performance Cross-Functional Teams
 - Managerial Skills for the Management of Companies and NGOs and Sustainable, Innovative Hybrid Organisations
 - Systemic focus
- **International Responsible 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 and Multicultural Environment
 - Techniques for the Different Phases of the Generic Negotiation Process: Initiation, Preparation, Development, and Closure
- **Responsible Entrepreneurship** 1 ECTS
 - Introduction to Responsible Startups
 - The Entrepreneur's Mindset
 - Planning, Conception, and Launching of New Responsible Organisations
 - Strategic Management of Research, Development, and Innovation
 - Certifications and Standards in Entrepreneurship
 - Support Ecosystems for Entrepreneurship and Resources
 - Digital Entrepreneurship
- **International Commercial Regulation** 2 ECTS
 - International Legal and Juridical Environment of Organisations
 - General Principles of European Public Procurement Law:
 - The New Directive 2014/24/EU of the European Parliament and Council on Public Procurement
 - The Entry into Force of Directive 2014/95/EU of the European Parliament and Council on the Disclosure of Non-Financial Information and Diversity
 - The Protection of Personal Data: Key Regulations
- **Sales Management: Sales Team Management, CRM, and Customer Loyalty** 3 ECTS
 - Sales Team Management
 - CRM
 - Customer Loyalty
- **Marketing Digital III: Social Media Marketing** 3 ECTS
 - Social Media Marketing
 - Community Management
 - Strategy, planning and control

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- Final Master's Project

6 ECTS

Options:

- Research Article
- Responsible Organisation Plan

- Professional Internship

12 ECTS

- 300 mandatory hours or applying for credit recognition based on verified professional experience.*

TOTAL CREDITS

60 ECTS





Submission of Documentation



Admission Confirmation



Reservation of Spot through Payment of Enrolment fee



Payment of programme

ENROLMENT PROCESS

Requirements

Documentation to be sent to admisiones@cmi.es:

- Copy of passport or identity document
- University degree that allows the completion of Master's studies, apostilled or certified. The degree may have been issued by universities worldwide.
- Academic Transcript (Record of Grades)

Application

If you wish to apply for one of the scholarships offered by CMI, you must send a motivation letter and scholarship application expressing your interest in accessing the programme, along with all the required documentation to: admisiones@cmi.es

The selection of candidates will be carried out by the Admissions Committee, consisting of the CMI Management and the Programme Director.

Enrolment

The result of the admission process will be communicated to the candidate via email. If accepted, to formalise the registration process, the candidate must make the payment for the final reservation of the place.

The registration process can be completed throughout the year, although it is subject to the availability of open spots.

Candidates without a university degree may be admitted by demonstrating relevant professional experience as a source of knowledge and skills, in accordance with our admission criteria, to maximise the positive impact on both students and the Institute. In this case, a minimum of 3 years of work experience is required, which must be verified through a letter of employment issued by the company.



ALUMNI CLUB

At CMI, we strive to provide the highest level of service to the students who attend our programmes. Therefore, upon completing any CMI programme, all alumni receive the following benefits free of charge:

- Timely and up-to-date information on available programmes and scholarships.
- Reception of newsletters and publications.
- Information on relevant topics of interest.
- Invitations to networking activities, conferences, and talks.
- Discounts on further education and merchandise.
- Access to a job placement service.





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