



**BLC SPAIN**  
Business and Language  
College Spain

# MASTER IN DIGITAL MARKETING WITH ARTIFICIAL INTELLIGENCE & SPANISH

📍 Madrid



**A world of opportunities is  
waiting for you...**

[www.blcspain.com](http://www.blcspain.com)



**BLC SPAIN**  
Business and Language  
College Spain



Embark on your journey towards a rewarding career in digital marketing with our specialized 1-year Master's program.

The intensive curriculum will have students engaged in immersive marketing projects and invaluable hands-on experiences with industry-leading companies while learning the latest trends in the use of artificial intelligence to boost digital marketing strategy.

Our program also helps our students develop their professional proficiency in Spanish, ensuring they will be ready to excel in any Spanish-speaking professional environment.



We offer the only accredited Master's program that enables you to pursue Spanish proficiency without having to sacrifice your ambition to embark on a new career path in Digital Marketing. With our program, you can pursue both these goals simultaneously.



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C. de Montesa, 35,  
izq 2 izq, 28006 Madrid

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# Course Outline & Accreditation

1-year | 2 semesters  
60 ECTS Credits

-  **FUNDAMENTALS OF DIGITAL MARKETING** ✓
-  **CONSUMER BEHAVIOUR AND ETHICAL MARKETING** ✓
-  **SEARCH ENGINE MARKETING (SEM & SEO)** ✓
-  **DATA DRIVEN DECISION MAKING & ANALYTICS** ✓
-  **MARKETING STRATEGY** ✓
-  **ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING** ✓
-  **COMPANY PLACEMENTS & PROFESSIONAL EXPERIENCE** ✓

With nearly two decades of international educational experience, BLC Spain stands as a beacon of excellence in the field. Founded by two visionaries with extensive backgrounds in international business, marketing, and education, we bring a wealth of knowledge and expertise to every aspect of our programs.

As a testament to our commitment to quality, we hold prestigious national and international accreditations:

Our courses are offered in partnership with Universidad Europea del Atlántico, a renowned Spanish University. This partnership underscores the rigorous academic standards upheld across all our programs, ensuring that students receive a world-class education that is recognized and respected globally. The Spanish component of our programs is delivered in collaboration with LAE Madrid, our Spanish language school, accredited by Instituto Cervantes, the highest accrediting body for Spanish language learning courses.



**LAE MADRID**  
La Aventura Española



**Cámara**  
MADRID



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## What sets our degree apart from the rest?



### BECOME A BILINGUAL MARKETING PRO

With our 1-year Master's program, you will be able to kickstart your career in marketing in a dynamic environment, all while speaking two languages and being totally immersed in a culture designed to maximize your learning.



### SPEAK PROFESSIONAL SPANISH FLUENTLY

We prioritize fluency and cultural awareness, ensuring students are well-equipped to navigate the Spanish-speaking professional landscape. Our **immersive language** programs make our graduates effective communicators in international contexts.



### GAIN PRACTICAL INTERNATIONAL BUSINESS EXPERIENCE

We believe in bridging the gap between theory and practice, offering students **real-world** exposure through hands-on projects, case studies, and industry collaborations. This empowers them with practical skills and insights vital for success in the business world.



### RECEIVE UNRIVALLED STUDENT CARE AND SUPPORT

We nurture the professional and personal development of our students, far beyond just their academic journey. We provide a **supportive learning environment**, personalized guidance, and a diverse community that encourages personal growth and well-being.



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# Digital Marketing with Artificial Intelligence

Learn, Apply, Succeed:

Dive into the dynamic world of digital marketing with our practical, English-taught classes for aspiring digital marketing professionals. At Business and Language College Spain, practical knowledge is viewed through global perspectives, offering a unique blend of theory and hands-on experience.



## Live Learning, Real Impact:

Our classes come alive through a mix of in-person and virtual sessions, all conducted live to foster interaction, debate, and collaboration. Our students engage with peers and industry experts in a vibrant learning community.



## Real World Case Studies:

At the heart of our curriculum are real case studies, allowing you to dissect, understand, and apply digital marketing strategies in actual scenarios. From startups to multinational corporations, gain insights into the challenges and triumphs of diverse business landscapes.



## A Curriculum That Means Business:

Our courses cover the essentials of international digital marketing strategy, consumer behaviour, search engine marketing and more. Each class is a step towards building a robust foundation, critical thinking skills, and the agility to navigate the complexities of the international digital marketing world.



## Beyond the Classroom:

Our commitment extends beyond academic excellence. Through our network of partners and alumni, we offer unparalleled opportunities for internships, projects, and career advancement.



# Spanish Immersion



## **Accredited Excellence:**

Proudly accredited by the Instituto Cervantes, our curriculum and methodology will enable you to reach fluency. Whether navigating daily conversations or mastering Spanish for business contexts, our comprehensive approach ensures that you'll develop all the skills you need to work in an international environment.

## **A Journey to Proficiency:**

Over the course of this transformative program, you'll progress through level-specific Spanish courses, each carefully structured to build upon the last. From foundational vocabulary to advanced business communication, our expert teachers will guide you every step of the way.

## **Real-World Readiness:**

Beyond linguistic skills, our program focuses on cultural insights and practical knowledge essential for doing business in Spanish-speaking territories. Graduates emerge not only proficient in language but also adept in cross-cultural negotiation and communication.

## **Your Path to Confidence:**

We place keen focus on supporting students to become confident communicators in any setting. Imagine negotiating deals, leading teams, and expanding networks with ease in Spanish. Our students will graduate with a lot more than just linguistic proficiency.





## Academic Support for every single student



At Business and Language College Spain, we pride ourselves on offering a boutique learning experience that goes beyond traditional education. We want your educational journey to be as personalized as it is profound and we'll be here every step of the way to ensure you reach your academic and personal goals during your time with us.

At BLC Spain, you're not just a number; you're an integral part of a close-knit community. Our inclusive environment welcomes learners from all walks of life and fosters a culture of diversity, respect, and mutual support.

You'll come together with students from all over the world and learn how to interact with professionals from all industries; while at the same time immersing yourself in the language and culture of one of the most forward-thinking business landscapes in the world.

**If you're seeking a place where your individual needs are met, your goals are nurtured, and your success is celebrated - look no further.**



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## Fees



**Application Fee (non-refundable):**

€100

**Tuition Fees:**

€9200

**First installment** (80% refundable in the unlikely event that your visa is denied): €2800

**Second installment:** €6400

## Admission Requirements

You will have to submit the following documents as part of your application:

- **Proof of completion of a Bachelor's degree or equivalent** is required.
- **Official English language proficiency certification** (minimum B2 CEFR level) through tests such as IELTS, TOEFL, First Certificate, or equivalent. Any previous Spanish language knowledge will also be considered.
- **Diploma and academic transcripts or records** from your Bachelor's degree.
- **Completion of BLC Spain application form**, providing all required personal information, educational history, etc.
- A 300-word comprehensive, original answer to a carefully selected Admissions **business case**.

After submitting the documents, you will take part in an **online admission interview** with a member of our academic team.

[APPLY NOW](#)



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# Academic Program



## 1-YEAR MASTER IN DIGITAL MARKETING WITH ARTIFICIAL INTELLIGENCE & SPANISH (60 ECTS)

- Fundamentals of Digital Marketing
- Search Engine Marketing (SEM and SEO)
- Social Media & Content Marketing
- Data-Driven Marketing & Advanced Analytics
- Strategic Marketing
- Consumer Behavior and Branding
- Application of AI tools and technologies in the DM industry
- Ethics in AI-Enhanced Digital Marketing
- Company Placement
- Final Project
- Spanish Classes



### TYPICAL SCHEDULE POSSIBILITIES (DEPENDING ON THE WEEK/PROGRAM)

#### Monday to Friday **Mornings**

10:00 to 14:00 Business  
14:00 to 15:00 Break  
15:20 to 17:00 Spanish

#### Monday to Friday **Afternoons**

13:20 to 15:00 Spanish  
15:00 to 15:30 Break  
15:30 to 19:30 Business

