

CENTRO  
ESPAÑOL  
DE NUEVAS  
PROFESIONES



# **CENP** Your Campus in Spain

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# WELCOME

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CENTRO ESPAÑOL DE NUEVAS PROFESIONES, CENP, is a private teaching centre, founded in Madrid in 1957 and with a branch in La Coruña (since 1967). To date, more than 50,000 students have graduated from its programmes.

CENP's principal objective, defined from the very start, is the higher education of young people in emerging professional areas which at the time, had not been addressed in traditional university programmes.

We are speaking here of a pioneer in its field, characterised from its beginnings by openness and innovation, not only in the development of course content, but also in the methodology employed, incorporating hands-on professional experience with theoretical training. For this, CENP relies on an excellent and dedicated teaching staff, always attentive to the changing demands of today's marketplace.

In both their theoretical and practical knowledge, our students have much to offer and quickly gain employment due to the solid training and practical experience they have received.

Both campuses, in Madrid and La Coruña, are located in residential university areas, central and well-served by public transport.



## **CENP IS AN ACTIVE MEMBER OF:**

United Nations World Tourism Organization as Affiliate Member and member of UNWTO Knowledge Network

World Association for Professional Training in Tourism, AMFORT.

Ulysses Foundation.

Spanish Federation of Tourism Schools, ANESTUR.

Association of family-owned companies, ADEFAM.

Foundation Destination Madrid.

## **AGREEMENTS WITH:**

Spanish Association of Tourism Professionals, AEPT.

Madrid Association of Interior Decorators & Interior Architects.

Madrid Association of Antiquarians.

Latin American Association of Tourism Professionals, UIPT.

Madrid's Gems Institute.

DEARTE Foundation.

Dalma Foundation.

Universities in several European and American countries.

## **OUR MISSION:**

The training of young people in emerging professional areas with a high demand in the market place. We are speaking here of one of the best private schools in its field in Spain.

## **OUR VISION:**

To satisfy the demand of a sector in continuous growth, providing professionals that are capable, qualified and aware of the new tendencies.

## **CONTRIBUTION TO SPANISH SOCIETY**

First Schools in Spain of:

Tourism (1957)

Advertising (1961)

Public Relations (1961)

Information Technology (1965)

Antiquarian Studies (1982)

First Postgraduate Course in

Spain in: Foreign Trade (1961)

## **INTERNATIONAL SCOPE**

Students have access to double degrees and Master programmes in the USA, Switzerland, the UK, France, Australia and Norway.

## **METHODOLOGY**

Our class methodology involves the students in an active participation and adapts to the needs of the industry. Case studies support theory in the lessons and prepare students for the real business world.

- **Top education.**
- **Over 50,000 former students, now successful professionals**
- **Students' Support**
- **International Student Office.**
- **Assistance with Accommodation.**
- **Job and Internship Placement Service.**

## Our Programmes

<b>TOURISM</b>	<b>4</b>
4-year degree	
First Tourism School in Spain, founded in 1957, CENP offers over 50 years experience in the education of Tourism Professionals.	
<b>MULTICULTURAL ACTIVITIES COORDINATOR</b>	<b>18</b>
2- year programme, Upper Grade Educational Cycle SSC 301	
<b>DESIGN</b>	<b>6</b>
4-year degree in two specialities	
Graphic Design & Interior Design	
CENP's Design School training professionals since 1961	
<b>ANTIQUARIAN STUDIES</b>	<b>10</b>
First Antiquarian Studies School in Spain, founded in 1982.	
3-year programme and theme monthly courses.	
<b>ADVERTISING</b>	<b>11</b>
First Advertising School in Spain, since 1961. 3-year programme.	
<b>PUBLIC RELATIONS</b>	<b>12</b>
First Public Relations School in Spain, since 1961. 3-year programme.	
<b>MARKETING</b>	<b>13</b>
Since 1969. 3-year programme.	
<b>OFFICE ADMINISTRATION</b>	<b>14</b>
2-year programme.	
<b>ECONOMIC AND BUSINESS INTELLIGENCE</b>	<b>15</b>
<b>SPANISH AS A FOREIGN LANGUAGE</b>	<b>16</b>
CENP's Spanish Language School is a lively area of the College with its own character and personality. It offers General Spanish Courses and Spanish for Specific Purposes Courses, at all levels.	
INTENSIVE COURSE	
CENP's EXCLUSIVE: FULL IMMERSION	
PREPARATORY COURSE FOR PROGRAMMES AT CENP. ONE TO ONE	
BUSINESS SPANISH	
SPANISH FOR TOURISM	
SPANISH FOR TEACHERS	
D.E.L.E. - Certificate of Spanish as a Foreign Language. Spanish Certificate officially recognized by the Spanish Ministry of Education, for non-native students.	
SPANISH + WORK EXPERIENCE	
CUSTOM TAILORED COURSES.- We will be delighted to design a course that meets your special requirements.	

“The relationship between teachers and students is very close. Groups are small and there is time for all to participate”  
Faustine. France

# Tourism



FOUR-YEAR PROGRAMME. 240 ECTS - University Diploma

First School of Tourism in Spain, founded in 1957.

Centro Español de Nuevas Profesiones accounts for over 50 years experience.

According to UNWTO (United Nations World Tourism Organization) long term forecast, Tourism will grow at a rate of 3.8% per year for the period 2010 to 2020. Serving, developing, managing and directing this steadily growing industry are those professionals who are able to guarantee quality in the tourism sector. The Tourism graduate enters a dynamic and flourishing profession with opportunities to travel and to explore new countries and cultures.

A globalisation of the market has taken place. The tourists of today are better-informed, more experienced, and therefore more demanding than ever before. They search out the highest quality possible along with the services which have been tailored to their need. Providing both of these elements requires a profound knowledge of a variety of countries and national customs.

In 1957, CENP founded the first School of Tourism in Spain and since then has been unceasingly providing training for the tourism industry. It is, at the same time, a founding member of the World Association for Professional Training in Tourism (WAPTT).



## CAREER OPPORTUNITIES

Listed here are some of the professional opportunities for those Tourism Graduates.

- In the travel industry: travel agencies; tour operators; charter companies.
- In the hotel and catering industry: hotels and hotel chains; tourist resorts (alpine, coastal, rural); convention centres; vacation centres.
- In tourist attractions and related businesses: artistic and cultural heritage sites; nature parks; amusement and theme parks; fairs, conferences and exhibitions.
- In the transport sector: airlines; car and coach hire agencies; railway companies; ferries and cruise ships.
- With tourist information providers and Tourist Administrations.

## ENTRY REQUIREMENTS

Applicants must hold a "Bachillerato LOGSE" diploma, an equivalent diploma, or the university entrance exams for students over 25. Examples of requirements for foreign students:

- UK: A Levels
- Ireland: Leaving Certificate
- France: Le Baccalaureate
- USA: High School Diploma.



The Tourism programme at CENP has as its goal a thorough training in management techniques, tourism studies and foreign language skills, all aimed at the preparation of the future tourism professional. Special emphasis is given to client needs, national as well as international, and the use of the latest information and communication tools plays an integral part in this programme of studies. The student is thus trained to be immediately employable and well-equipped for a rapid advancement in his or her future career.

**COURSE STRUCTURE: FOUR-YEAR PROGRAMME. 240 ECTS.**

FIRST YEAR	ECTS	SECOND YEAR	ECTS	THIRD YEAR	ECTS	FOURTH YEAR	ECTS
Introduction to Tourism	C 6	Financial Accounting	C 6	Tourist Intermediation and Transport II	C 6	Tourist Product Commercialisation	C 6
Sociology of Tourism	F 6	Tourist Intermediation and Transport I	C 6	Tourism Research Methods and Techniques	C 6	Tourism and Governance	C 6
Introduction to Economics	F 6	Tourism Marketing	C 6	Heritage Management for Tourism	C 6	Quality Management	C 6
Business Economics	F 6	Regional Tourism Resources	C 6	Financial Statement Analysis	C 6	Strategic Tourism Business Management	E 6
Law	F 6	Statistics	F 6	Hospitality and Catering II	C 6	English in the Workplace	E 6
Tourism Geography	F 6	Hospitality and Catering I	C 6	ICTs for Tourism	C 6	Second Modern Language III: French or German	C 6
Tourism Promotion and Communication Skills	F 6	Cost Accounting	C 6	Tourism Taxation	C 6	Final Dissertation	C 6
Cultural Heritage	F 6	Heritage Interpretation	E 6	Creating and Managing Tourism Companies	E 6	Work Placement	C 24
Information Technology	F 6	Managing Human Resources	E 6	The Image of Tourist Products and Destinations in the Media	E 6		
Modern Language: English	F 6	First Modern Language I: English	C 6	First Modern Language II: English	C 6		
		Second Modern Language I: French or German	C 6	Second Modern Language II: French or German	C 6		

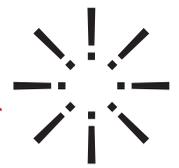


**“CENP  
already met all my  
expectations, so I can’t  
really think of  
anything else”  
Nikola. Germany**

Subject type: F - Fundamentals; C - Compulsory; E - Electives

# Graphic Design

FOUR-YEAR PROGRAMME  
240 credits ECTS



CENP School of Design is proud to offer 50 years extended experience in the training of design professionals.

CENP is currently an official private teaching institution in Design, fully adapted to the European Frame of Higher Education.

## CAREER OPPORTUNITIES

The graduates of CENP's Graphic Design programme are those persons who possess the necessary professional ability to both effectively conceive an advertising idea and to express it graphically and visually. These abilities may therefore be used professionally in the now standard advertising-fields.

- In advertising and communication agencies – exercising their professional skills in the Creative or Art Departments of these agencies, applying their knowledge to the graphic aspect of product promotion and dissemination.
- In graphic design studios – producing work in various fields of graphic design, such as: corporate identity programmes, direct marketing, publishing design, packaging, advertising design, electronic typesetting, and web-page design.
- In the media – Internet, TV, the print media, etc., whose indispensable graphics departments all require trained professionals.

Those students who have chosen to study Graphic Design will find that the techniques of artistic creation are complemented by a thorough training in advertising, in that art is the most important tool used in that industry. The function of the graphic designer is to transmit through images the advertiser's message.

The programme of Graphic Design is created to train illustrators and creative designers capable of moving into high-level positions in the design and illustration fields.



## ENTRY REQUIREMENTS

Applicants must hold a "Bachillerato LOGSE" diploma or an equivalent certificate and be able to pass a specific test that will give them direct access to Design Studies. CENP prepares students to take the test with a short course given in June and September, prior to the exam and free of charge.

Examples of requirements for foreign students + specific test:

- UK: A Levels
- Ireland: Leaving Certificate
- France: Le Baccalaureate
- USA: High School Diploma.



Throughout the course the students will participate in group exhibitions of their work, allowing for the presentation of their best advertising creations. They will also be encouraged to take part in the various competitions offered by independent companies for the promotion of their products.

Given the nature of the programme, students will, from their first year on, be assembling their own professional portfolios with samples of the work they have done throughout the course. This will be of vital importance when pursuing other complementary studies, or when eventually applying for their first jobs.

**"I wanted to learn a new language. CENP was the only School offering both Spanish Language Courses and a University Programme in Design. The experience has been extremely positive"**

**Karl. Norway.**



**GRAPHIC DESIGN, Official degree**
**YEAR**

AREA	SUBJECT	Type	YEAR			
			1º	2º	3º	4º
Fundamentals of Design	Fundamentals of design: Representation	F	6			
	Fundamentals of design: Creativity	F	6			
Languages and representation and communication techniques	Drawing: Analysis	F	4			
	Drawing: Communication	F	4			
	Volume	F	4			
	Systems of representation	F	4			
	Digital Technology	F	4			
	Colour	F	4			
	Photography and audiovisuals	F		4		
	Expression and communication techniques	F		4		
Design applied science	Scientific fundamentals of design	F	4			
	Ecodesign	F	4			
History of art and design	Theory and history of art	F	4			
	Theory and history of design	F		4		
Culture of design	Theory and culture of design	F				4
	Aesthetics	F				4
Design management	Business organization	C			4	
Typography	Typography	C	4			
	Printed typography	C		2		
	Digital typography	C		2		
Graphic design applied technology	Graphic digital technology	C	4			
	Printing and stamping fundamentals	C		4		
	Printing and reproduction systems	C		4		
	Graphic arts production	C				4
	Photographic techniques	C			4	
	Photographic expression	C			4	
	Interactive graphic. Edition	C		4		
	Interactive graphic. Production	C		4		
	Multimedia graphic. Production	C			4	
	Multimedia graphic. Programming	C			4	
	Introduction to audiovisual design	C		4		
	Audiovisual design. Postproduction	C			4	
	Audiovisual design. Projects	C			4	
History of graphic design	History of graphic design	C			4	
Graphic design projects	Graphic design projects	C		8		
	Graphic design projects. Development	C		8		
	Graphic Design projects. Implementation	C			6	
	Graphic design interdisciplinary projects	C			6	
	Graphic design experimental projects	C				4
	Editorial design	C			4	
Graphic design management	Design protection	C				4
Graphic design culture	Theory of image and communication	C	4			
Languages and graphic expression techniques	Graphic expression techniques	C		4		
	Illustration and visual communication	C			4	
	Illustration. Languages and processes	C			4	
	Electives			4	4	16
	Tutored internship and Final project					24
Total ECTS credits			60	60	60	60

Subject type: F - Fundamentals; C - Compulsory

# Interior Design



FOUR-YEAR PROGRAMME  
240 credits ECTS

CENP School of Design is proud to offer 50 years extended experience in the training of design professionals.

CENP is currently an official private teaching institution in Design, fully adapted to the European Frame of Higher Education.

## CAREER OPPORTUNITIES

Any interior designer must be capable of working side by side with building technicians and so be fully integrated into the complex process of construction. This taken into account, there are two major channels of employment opportunities.

- Freelance interior design: with the same opportunities that any profession exercised on a freelance basis provides.
- Commercial or industrial employment: among the possibilities available to the interior design professional are positions with construction companies, interior designers, furniture manufacturers, large-scale suppliers and distributors of furniture and decorative goods, shops specialising in interior design, and architectural firms.

## ENTRY REQUIREMENTS

Applicants must hold a “Bachillerato LOGSE” diploma or an equivalent certificate and be able to pass a **specific test** that will give them direct access to Design Studies. CENP prepares students to take the test with a short course given in June and September, prior to the exam and free of charge.

Examples of requirements for foreign students + specific test:

- UK: A Levels
- Ireland: Leaving Certificate
- France: Le Baccalaureate
- USA: High School Diploma.

In this programme, students will learn how to convert their own sense of good taste into professional techniques which will permit them to succeed in a field of enormous possibilities.

Making our day-to-day life more comfortable and pleasant by the appropriate organisation of space; using light effectively to create a desired ambience; combining practical considerations with the principles of arts and aesthetics in our private or professional habitats – these are the concerns of the interior designer, whose importance in our society grows day by day.

With the goal of achieving the greatest advances in their training, the students of Interior Design will be familiarised not only with the design principles of closed, interior spaces, but also with a variety of construction techniques, processes and materials.

Given the nature of the programme, students will, from their first year on, be assembling their own professional portfolios, with samples of the work they have done throughout the course. This will be of vital importance when pursuing other complementary studies, or when eventually applying for their first jobs.



“It’s a nice small university and if you have any problems they are please to help you! Very kind people”  
Amanda.  
The Netherlands



**INTERIOR DESIGN, Official degree**
**YEAR**

AREA	SUBJECT	Type	YEAR			
			1º	2º	3º	4º
Fundamentals of Design	Fundamentals of design: Analysis	F	6			
	Fundamentals of design: Creativity	F	6			
Languages and representation and communication techniques	Drawing: Analysis	F	4			
	Drawing: Communication	F	4			
	Volume	F	4			
	Systems of representation	F	4			
	Digital Technology	F	4			
	Colour	F	4			
	Photography and audiovisuals	F		4		
	Expression and communication techniques	F		4		
Design applied science	Scientific fundamentals of design	F	4			
	Ecodesign	F	4			
History of art and design	Theory and history of art	F	4			
	Theory and history of design	F		4		
Culture of design	Theory and culture of design	F		4		
	Aesthetics	F			4	
Design management	Business organization	C			4	
Interior design applied technology and materials	Digital technology for interior design	C	4			
	Analysis of construction elements	C	4			
	Constructive design based on materials	C		6		
	Construction: design of unique elements	C			4	
	Project constructive development	C			4	
	Design-basic installations interaction	C	4			
	Lighting. Technology and project	C		4		
	Thermal and acoustic comfort	C			4	
	Light structures design	C		4		
	Site management	C			4	
	Rehabilitation techniques in unique spaces	C				4
History of interior design	Interior design languages	C		4		
Interior design projects	Projects in space: Creativity	C		8		
	Projects in space: Communication	C		6		
	Projects in space: Development	C			6	
	Projects in space: Integration	C			8	
	Disruptive projects: Processes and strategies	C		4		
	Disruptive projects: Independent objectives	C		4		
	Disruptive projects: Theoretical models	C			4	
	Disruptive projects: Personal Manifesto	C			4	
	Rehabilitation projects in unique spaces	C				4
Interior design management	Interior design praxis	C			4	
	Electives			4	10	28
	Tutored internship and Final project					24
<b>Total ECTS credits</b>			<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>

Subject type: F - Fundamentals; C - Compulsory

# Antiquarian Studies



## THREE-YEAR PROGRAMME

1982. First School of Antiquarian Studies in Spain.

The search for the art object, its classification, restoration, and pricing, and finally its introduction into the marketplace, constitute the exciting work of the antiquarian. In the School of Antiquarian Studies, the student is taught the business of buying and selling objects of art.

Few occupations provide as much satisfaction as does the antique trade. It is a complex and fascinating world which never disappoints those who sample what it has to offer.



## CAREER OPPORTUNITIES

In addition to freelance work, graduates are able to work in positions such as: Appraiser; Specialist and Cataloguer of Works of Art and Art Objects; Auction Buyer; Artistic Investment Consultant; etc.

## ENTRY REQUIREMENTS

Applicants must hold a "Bachillerato LOGSE" diploma, an equivalent diploma, or the university entrance exams for students over 25.

Examples of requirements for foreign students:

- UK: A Levels
- Ireland: Leaving Certificate
- France: Le Baccalaureate
- USA: High School Diploma.

## COURSE STRUCTURE

ANTIQUARIAN	Credits	YEAR		
		1º	2º	3º
History of Culture & Artistic Styles	12	6	6	
Painting	30	12	12	6
Furniture	24	12	12	
Sculpture	18	9	9	
Arts Décoratifs: Silver & Jewellery, Ceramics & Collection Objects	27	9	9	9
Restoration Criteria	12	6	6	
Cataloguing	6		6	
Appraising	12	6		6
English for Antiquarians	6			6
The Business of Antiques	6			6
Visits	15	5	5	5
Work projects (not included in specific subjects)	12			12
Final Project	15			15
<b>TOTAL CREDITS</b>	<b>195</b>	<b>65</b>	<b>65</b>	<b>65</b>

"Teachers are very professional and helped me every time I had problems"

Alfhild.  
Norway





## THREE-YEAR PROGRAMME

1961. First School of Advertising in Spain.

The planning and development of advertising in all of its facets (campaigns, copy writing, art direction, account management, negotiating, analysing rival products and campaigns, etc.), with the goal of increasing sales and obtaining the greatest degree of visibility in the marketplace, is the work of the Specialist in Advertising.

Centro Español de Nuevas Profesiones was responsible for the introduction of advertising studies in Spain in 1961 and since then, in close collaboration with the advertising sector itself, has continued to produce highly-qualified professionals ready to move into positions with the country's most important advertising concerns, in the creative as well as

administrative areas of this exciting industry. In the advancement of its students, CENP has obtained the support and recognition of its many professional collaborators, assuring that the training our specialists receive conforms rigorously to the real needs of today's market.

## CAREER OPPORTUNITIES

There are three major sectors which offer career opportunities to our graduates: company publicity departments, advertising agencies, and the media, each dynamic in its own right, and the trained specialist will be able to choose the specific area in which to exercise the skills he or she has acquired

- Company publicity departments: the thousands of companies (manufacturers of consumer products or industrial goods, distribution and sales companies, service companies, and many others) which seek to place their products or services in the marketplace by means of advertising and which therefore require highly-trained specialists.
- Advertising agencies: the many enterprises which plan, manage, create, program, and carry out advertising, and which offer a variety of positions, such as: Account Executive, Copy Writers, Creative and Media Executives, etc.
- The media: that is, the providers of advertising time or space; Internet, newspaper advertising departments, magazines, television networks, radio stations, etc.

## ENTRY REQUIREMENTS

Applicants must hold a "Bachillerato LOGSE" diploma, an equivalent diploma, or the university entrance exams for students over 25.

Examples of requirements for foreign students:

- UK: A Levels
- Ireland: Leaving Certificate
- France: Le Baccalaureate
- USA: High School Diploma.

COURSE STRUCTURE		YEAR		
AREA	SUBJECT	1°	2°	3°
COMMUNICATION	Public Relations	9		
	Psychology of Communication	6		
	Sociology of Communication and consumption	6		
	Strategy of the Media		4,5	
	Audiovisual Communication			4,5
COMMUNICATION TOOLS	Computer Graphics	3		
	Office Automation	3		
	Language & Style	3		
	English	6	9	
	Business English			9
	Merchandising			3
	Web Design			3
BUSINESS MANAGEMENT	Marketing	9		
	Economics	6		
	Market Research		6	
	Corporate Identity		3	
	Product Management		9	
	Motivations		3	
	Team Management & Corporate Structure			6
	CRM			6
	Strategic Management			4,5
	On-Line Marketing			3
ADVERTISING TECHNIQUES	Advertising	9		
	Accounts Management		3	
	Media Planning		4,5	
	Advertising Strategy			3
	Graphic & Audiovisual Production			6
CREATIVE DEVELOPMENT	Graphic Design for Advertising		6	6
	Writing for Advertising		6	
	Processes & Creative Techniques		6	
	Campaigns			6
<b>TOTAL CREDITS</b>		<b>60</b>	<b>60</b>	<b>60</b>



# Public Relations

## A THREE-YEAR PROGRAMME

1961. First Public Relations School in Spain.

The image of a company or corporation is a key factor that determines its position in the market place. The work of Public Relations is to act upon this image, improve the company's corporate identity and produce messages aimed to internal and external publics. The organization of promotional events and activities also requires the use of well defined techniques which are the responsibility of Public Relations.

CENP's Public Relations programme trains students to become successful professionals that are flexible and master the latest trends marked by the market. A good PR professional needs to be prepared to adapt to the changes introduced in the market and be able to project the values of the company he/she works for.

In order to evaluate the progress made by the students of this programme, they will be required to complete and successfully present a final project, on a topic previously approved by the Board of the School of Public Relations.

### CAREER OPPORTUNITIES

Studies in Public Relations offer a wide range of professional possibilities:

- Communication Agencies
- Press Offices
- Professional Congress Organizers
- Exhibition Halls
- Service and Industrial Companies
- City Halls and Other Administrative Offices

### ENTRY REQUIREMENTS

Applicants must hold a "Bachillerato LOGSE" diploma, an equivalent diploma, or the university entrance exams for students over 25.

Examples of requirements for foreign students:

- UK: A Levels
- Ireland: Leaving Certificate
- France: Le Baccalaureate
- USA: High School Diploma.

As a further practical activity, in the final year of the programme, student will be responsible for organizing CENP's Public Relations Technical Seminars, which reach beyond the students' academic environment and are led by the Director of the School of Public Relations. These seminars deal with contemporary topics and are commented upon by the national media of communications for their content and professionalism.



COURSE STRUCTURE		YEAR		
AREA	SUBJECT	1º	2º	3º
COMMUNICATION	Advertising	9		
	Psychology of Communication	6		
	Sociology of Communication and Consumption	6		
	Social Psychology		6	
	Strategy of the Media		4,5	
	Advertising Strategy			3
	Audiovisual Communication			4,5
COMMUNICATION TOOLS	Computer Graphics	3		
	Office Automation	3		
	Language & Style	3		
	English	6	9	
	Business English			9
	Web Design			3
	BUSINESS MANAGEMENT	Economics	6	
Marketing		9		
Market Research			6	
Team Management & Corporate Structure				6
CRM				6
Strategic Management				4,5
On-Line Marketing				3
Writing in Journalism				3
PUBLIC RELATIONS TECHNIQUES		Corporate Identity		3
	Ceremonial & Protocol Techniques		6	
	Accounts Management		3	
	Public Relations	9	9	9
CREATIVE DEVELOPMENT	Business & Institutional Communication		6	
	Processes & Creative Techniques		6	
	Practice		1,5	6
	Project			3
<b>TOTAL CREDITS</b>		<b>60</b>	<b>60</b>	<b>60</b>

# Marketing



## THREE-YEAR PROGRAMME

Since 1969

Companies have witnessed a shifting in the economy, away from its focus on production towards one which is consumer-oriented. To produce adequately has ceased to be a problem; the challenge now is to sell. This has necessarily placed the centre of attention in the “customer”. To find out what the customer needs and wants to buy, and therefore develop the right product, at the right price, utilising the most effective channels of distribution, with the ideal presentation and promotion, and then obtaining the consumer’s feedback, is the great role of marketing in today’s business world.

Modern-day businesses require professionals who possess a creative imagination, and who exemplify positive thinking and action. They must know the movement and necessities of the market and be capable of directing and mapping the company’s commercial strategies.

### CAREER OPPORTUNITIES

Marketing specialists are required by all companies nowadays, whether national or international, within the public and private sector.

### ENTRY REQUIREMENTS

Applicants must hold a “Bachillerato LOGSE” diploma, an equivalent diploma, or the university entrance exams for students over 25.

Examples of requirements for foreign students:

- UK: A Levels
- Ireland: Leaving Certificate
- France: Le Baccalaureate
- USA: High School Diploma.

Marketing specialist must be able to predict market trends and carry out effective marketing research. They must define the company’s policies as to markets, products, distribution, promotion, and sales. They must be able to program all of the company’s commercial activities and take the responsibility for their implementation and execution.

This is the ambitious and exciting task which faces the specialist in marketing.



COURSE STRUCTURE		YEAR		
AREA	SUBJECT	1º	2º	3º
COMMUNICATION	Public Relations	9		
	Advertising	9		
	Psychology of Communication	6		
	Sociology of Communication and Consumption	6		
	Strategy of the Media		4,5	
	Advertising Strategy			3
COMMUNICATION AND MANAGEMENT TOOLS	Office Automation	3		
	Computer Graphics	3		
	Statistics	3	6	
	Accounting Management		4,5	
	English	6	9	
	Business English			9
BUSINESS MANAGEMENT	Economics	6		
	Product Management		9	
	Corporate Management		4,5	
	Financial Management		4,5	
	Team Management & Corporate Structure			6
	Strategic Management			4,5
BUSINESS COMMUNICATION	Corporate Identity		3	
	CRM			6
	On-Line Marketing			3
	Merchandising			3
MARKETING	Marketing	9		
	Market Research		6	
	Motivation Analysis		3	
	Sales		6	
	Distribution Policy			4,5
	Price Policy			4,5
	Commercial Logistics			4,5
	International Marketing			3
	Marketing Plan			9
<b>TOTAL CREDITS</b>		<b>60</b>	<b>60</b>	<b>60</b>

“I am very happy because I have made very good friends and hope to maintain also a professional relationship with them in the Future”.

Svetla. Bulgary

# Office Administration



## TWO-YEAR PROGRAMME

The objective of this course is to answer the growing demand of individuals who wish to acquire managerial abilities in the business world. A Personal Assistant (PA) is a trusted junior employee who assumes the role of an executive's chief-of-staff. The exact responsibilities of this position vary, depending on the needs of an employer, but PA's require a basic background in business and skills such as multitasking and time management. While this work can be quite demanding, it may also provide a PA with numerous opportunities for growth and professional advancement.

Personal assistants also need to develop skills in the areas of negotiation, leadership, team-work, event management, corporate protocol and have a client oriented vocation. Their ability to interact with clients and high-level executives, will lead them to an inside track of promotions or other job opportunities.

If you are considering a career as a corporate Personal Assistant, Senior Secretary or Administrative Assistant you will need to become a good communicator, manage your time effectively and keep updated in a technologically fast moving environment.

The profession of PA is an ambitious challenge which offers enormous opportunities of employment, as good PA's are demanded in every sector of the market by national and multinational companies.

### CAREER OPPORTUNITIES

CENP has a very active Job Searching Service to help their graduates to find the first job.

### ENTRY REQUIREMENTS

Applicants must hold a "Bachillerato LOGSE" diploma, an equivalent diploma, or the university entrance exams for students over 25.

Examples of requirements for foreign students:

- UK: A Levels
- Ireland: Leaving Certificate
- France: Le Baccalaureate
- USA: High School Diploma.

### SPECIFIC ACCESS TEST

For applicants who do not comply with the above entry requirements and are 19 years of age, or above.

### COURSE STRUCTURE

### YEAR

AREA	SUBJECT	1º	2º
COMMUNICATION	Business English	18	12
	French or German Language	9	9
	Communication Techniques	9	6
COMMUNICATION AND MANAGEMENT TOOLS	Computer Business Applications	12	6
	Computer Aided Typing	6	6
	Typing in English		3
BUSINESS MANAGEMENT	Business Administration	6	6
	Computer Aided Accounting		6
PUBLIC RELATIONS TECHNIQUES	Public Relations, Corporate Protocol & Cross Cultural		6
INTERNSHIP			5
<b>TOTAL CREDITS</b>		<b>60</b>	<b>65</b>



# Economic and Business Intelligence (EI): Business Development



300 hours.

The interest in matters related to the Economic Intelligence (EI) has been increased markedly between the government, the individuals responsible for the civil service, the armed forces and the security services, but also among academics, researchers and different “practitioners”, promoting the emergence of a new discipline in the field of economics, law, international relations, strategic analysis and national security, from which derive other considerations related to the public administration, security, information and intelligence.

The EI is a systematic process of data collection, analysis and dissemination of information about the current economic environment,

and numerous estimates of the same variables linking businesses, but also involving both potential competitors and the organization itself, with other stakeholders concerned with macroeconomics and strategic foresight, all of them working in direct benefit of the enterprise.

These companies, in turn, need to develop their own intelligence structures in which takes a decisive value the formation of the human resources and directives responsible for conducting such studies and strategic analysis related to competitors, potential “niches” for business development and emerging business “areas” in which these enterprises are likely to carry out their activities.

These course is directed to this upper-intermediate level directives and CEO's of small and intermediate enterprises.

**“I love Spain.  
I want to stay and  
work for a multinational  
company to be able to  
develop my career in this  
country”.**  
**Charles.  
Camerun**

## COURSE STRUCTURE

<b>Module 1</b>	International Environments
<b>Module 2</b>	Intelligence
<b>Module 3</b>	Risks and Threats
<b>Module 4</b>	International Crisis
<b>Module 5</b>	International Business Development



# Spanish as a Foreigner Language - ELE -

CENP's Spanish Language School is a lively area of the College with its own character and personality. It offers General Spanish Courses and Spanish for Specific Purposes Courses, at all levels.

At Centro Español de Nuevas Profesiones, we have put together a programme that lets students learn or improve the language while at the same time encourages their complete integration with Spanish students within a university climate, learning and participating alongside them in the academic programmes that CENP offers in the fields of Tourism, Marketing, Advertising, Graphic Design, Interior Design, Office Administration or Fine Arts and Antiquarian Studies.

**"Germans live to work and Spanish work to live. In Spain life is different and also there is a lot of sun"**  
**Barbara. Germany**

## OUR METHODOLOGY AND TEACHING STAFF

CENP teaching excellence has received several recognitions and awards, and the Spanish language teachers are proud contributors of this excellence for their qualifications, wide experience and most importantly for their enthusiasm. The students' satisfaction is our strongest guarantee.

We have developed a method that structures the teaching content in six different levels with a communicative approach, adapted to the course design proposed by Instituto Cervantes and the European Reference Framework, which combines the four linguistic skills; grammar, vocabulary, comprehension and oral & written expression.

From the elementary level students work with authentic material that will help them understand and move around in daily life. The small size of the groups ensures personal attention from the teacher and encourages a relaxed atmosphere in the class where every student participates.

Making Spanish friends at CENP is easy because international students take part in certain activities and share facilities with Spanish students doing undergraduate programmes at the College. This results in the daily use of Spanish within the school.

You will be surprised by your own progress!!



## INTENSIVE COURSE

Date of commencement: every Monday.  
For beginners first Monday of month.  
Schools: Madrid, La Coruña.  
Number of hours: 20 hours/week.  
Duration: from one week on. (One level approx. 4 weeks)  
Levels: from Beginners to Proficiency.

## SUMMER COMBINED COURSE

During the summer months, July, August and September, CENP offers the possibility of doing an intensive course combining

- Madrid - La Coruña

The method is the same in both schools, so you can spend a few weeks in Madrid and then continue in La Coruña.

Number of hours: 20 hours/week.  
Duration: 2 weeks minimum in each school.  
Levels: Beginners to Proficiency.

## ONE TO ONE

Date of commencement: any day of the week year round. The school closes from 22 December to 6 January.  
Schools: Madrid, La Coruña.  
1 class = 60 minutes

## BUSINESS SPANISH

Schools: Madrid.  
Number of hours: 10 hours/week.  
Duration: 2 weeks.  
Levels: minimum required Intermediate I.  
Timetable: morning or evening.  
Material: authentic texts, figure analysis, case studies, negotiation techniques in Spain, etc. Request standard programme.  
Teachers: highly qualified teachers certified by the Chamber of Commerce.

## PREPARATORY COURSE FOR PROGRAMMES AT CENP

If you are considering the possibility of achieving professional qualification in Spain, CENP offers education in these areas:

Tourism, Advertising, Marketing, Public Relations, Graphic Design, IT, Interior Architecture, Office Administration, Fine Arts & Antiques. With the possibility of continuing education in the UK. For more information: [www.cenp.com](http://www.cenp.com)

Date of commencement: September.

The academic course starts in October and ends in June.

Schools: Madrid.

Number of hours: 20 hours/week.

Once the academic course starts there will be 3 hours/week support Spanish.

Duration: 4 weeks.

Level: minimum required Intermediate II.

"In this country you can enjoy good weather, cultural diversity, nice people, good gastronomy, and, over all, the tapas..."

May Kristin.  
Norway



### SPANISH FOR TEACHERS

Course designed for non-native Spanish teachers who wish to refresh and extend their abilities and knowledge with the latest tendencies in ELE teaching.

Schools: Madrid.

Number of hours: 30 hours/week.

Duration: Please request information for tailored programme

Students: 8 minimum.

Material: included. Please request information for standard programme.

### SPANISH FOR TOURISM

CENP, founder of the first Tourism School in Spain, has an excellent reputation in the industry and offers you an attractive programme full of possibilities.

Schools: Madrid.

Number of hours: 20 hours/week.  
Visits included on Fridays.

Duration: Standard Programme 2 weeks. Please request information for other duration

Levels: minimum required Intermediate I

Students: 6 minimum.

Timetable: morning classes.

Material: included.

Two full board week-end excursions to PLACES OF TOURIST INTEREST outside Madrid are included.

### D.E.L.E.

Certificate of Spanish as a Foreign Language.

Spanish Certificate officially recognized by Spanish Ministry of Education, for non-native students.

#### Available in three levels:

- Initial: minimum level required Intermediate I.
- Intermediate: minimum level required Advanced.
- Superior: minimum level required Proficiency.

Dates of commencement: first week in April and second week in October. The exam is given twice a year, in May and in November.

Exam dates and registration fees to be confirmed by Instituto Cervantes early in the year.

Schools: Madrid.

Number of hours: 20 hours/week.

Duration: 4 weeks.

Levels: the three available levels.

Students: 5 maximum.

Material: included.

**More information: [ele@cenp.com](mailto:ele@cenp.com)**

### CUSTOM TAILORED COURSES

We will be delighted to design a course that meets your special requirements.

### CENP's EXCLUSIVE: FULL IMMERSION

It allows students to combine their Spanish lessons with 1 or 2 subjects at CENP's University College.

Date of commencement: every Monday from October to May.

Schools: Madrid.

Number of hours: 20 hours/week general Spanish + up to 5 hours/week to choose from: Tourism, Advertising, Marketing, Office Administration, Interior Architecture and Fine Arts and Antiques.

Duration: 4 weeks minimum.

Levels: Intermediate I to Proficiency.

### SPANISH + WORK EXPERIENCE

This programme is offered in our centre in Madrid. Given the prestige of CENP, companies trust our education and offer practice work to our students, within our area of expertise.

Level: minimum required Intermediate I, B1.

Duration: minimum 4 weeks intensive course + 8 weeks work experience. In four weeks students will move on to level B2, sufficient to understand and work with Spaniards.

Date of commencement: first Monday, each month.

Enrolment: 8 weeks minimum prior to the commencement of the course.

Documents required:

- Registration form.
- CV.
- Copy of highest education degree received.
- Letter of recommendation from professor.
- Health/accident insurance policy covering the stay in Spain.

The student will attend a job interview with the proposed company after his/her third week of Spanish course.

CENP will sign an agreement with the company that the student will accept. Once the internship is completed the student will be given a certificate, and if requested a report with comments.

# Multicultural Activities Coordinator

TWO-YEAR PROGRAMME

Upper Grade Educational Cycle SSC 301

Professional Group: Multicultural and Community Services

First School of Tourism in Spain, founded in 1957. Centro Español de Nuevas Profesiones accounts for over 50 years experience.

CENP's tradition as a professional educational institution within the area of tourism, has allowed the school to offer this training oriented to the world of hospitality which represents one of the great sectors for youth employment.

For the development of this project CENP FP has signed a collaboration agreement with Acctiv, a leading company in multicultural tourism activities and leisure in Spain.



## CAREER OPPORTUNITIES

Multicultural activities and leisure coordinator. The specialist will be able to program, organize, invigorate and evaluate projects of social intervention to stimulate social development, by applying group stimulation techniques and using community, cultural and leisure resources. The specialist will also be able to plan and manage a small business of leisure and socio-educational activities.

### This Diploma grants access to higher education courses:

- To all official university degree courses.
- Diploma holders will have preferential access to official university degree courses within the following areas of knowledge:
  - Arts and Humanities
  - Health Sciences
  - Social and Legal Sciences

## ENTRY REQUIREMENTS

Applicants must hold a “Bachillerato LOGSE” diploma, an equivalent diploma, or the university entrance exams for students over 25.

Examples of requirements for foreign students:

- UK: A Levels
- Ireland: Leaving Certificate
- France: Le Baccalaureate
- USA: High School Diploma.

## SPECIFIC ACCESS TEST

For applicants who do not comply with the above entry requirements and are 19 years of age, or above.

## COURSE STRUCTURE

Higher technical certificate:

### MULTICULTURAL ACTIVITIES COORDINATOR

Professional Group: Multicultural and Community Services

Higher Degree                      Duration: 1,700 hours                      Code: SSC301

Professional Module		Educational Institution	Work Center
Key	Name	Year 1 Quarters 1,2,3 (weekly hours)	Year 2 Quarters 1,2 (hours)
01	Organization of a small leisure and socioeducational company	3	
02	Community development	6	
03	Cultural Stimulation	6	
04	Leisure Stimulation	6	
05	Group dynamics stimulation	4	
06	Methodology of social intervention	3	
07	Training and work orientation	2	
08	Training in the work place		740



## GENERAL POLICIES FOR ALL COURSES



- The level of Spanish required for admittance to all programmes in this brochure (with the exception of Spanish language courses) is B2. It is recommended that any students not having this level of Spanish enrol in CENP's pre-sessional Spanish course.
- In cases where any of the complementary activities involves an extra cost to the student, this will be indicated well in advance.
- Before the course begins, the student must take out a policy of health, accident and liability insurance which covers the period of his/her stay in Spain.
- All students are required to accept CENP's Code of Internal Regulations, of which they will receive a copy upon requesting enrolment.

### ENROLMENT:

- The enrolment period for all courses begins 1st February.
- Our International Office will be available to support students with special requests and specific needs.

### GENERAL POLICIES FOR ALL SUMMER SPANISH COURSES

- The summer courses are organised for groups of 10 students maximum.
- The minimum number of students needed to form a group is 5.
- Required materials are included in the course fee.

### USEFUL INFORMATION

**Visa for Spain:** Students from Canada, Japan, Norway, Switzerland, USA, New Zealand, do not require a visa and may stay in Spain up to 90 days just with their passport. However, if they wish to stay longer, they must apply for an extension of the permit. The school will provide you with a certificate so that you can apply.

For any other country you may check with the Spanish Consulate or Embassy in your country to find out the documents necessary to issue the visa.

**From Madrid Airport (Barajas)** you may take the subway or the bus, departing every 15-20 minutes. If you prefer, you can require a pick up service.

All students, except beginners, will take a **test** to determine their level, prior to the commencement of their course. However at the time of application please, and only as a reference, indicate your level.

There is a **tutorial service** to help students.

**University Credits:** Students of Spanish at Universities are advised to work with an advisor and/or registrar on their home campus prior to departure for Spain to ensure transfer of credits and adequate progress toward their undergraduate degree.

"I would love to stay here some more time. Everybody treat me very well, they help me and advise me with everything. I have learned a lot both about the language and culture"

Teerawit Chidchur. Thailand

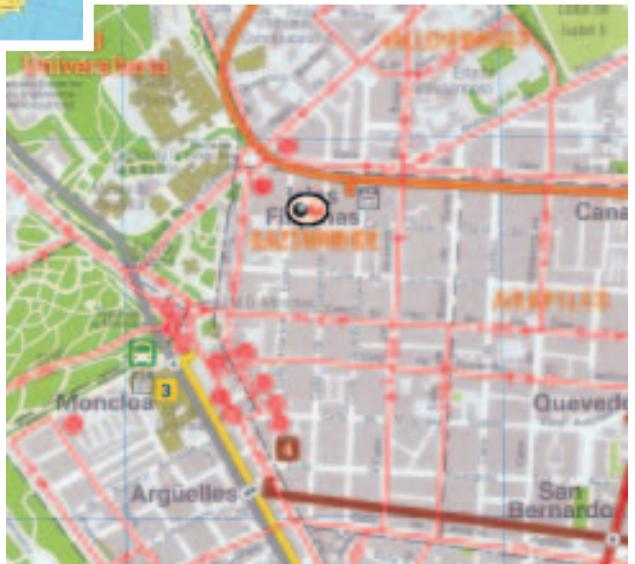


In A Coruña, CENP enjoys spectacular views of the ocean, visible from the Riazor Beach.

A Coruña, appointed by the United Nations in November 2001, the most liveable and ecological city in the world. It is located in Galicia, the greenest region in Spain.

leading education  
in Spain since 1957

OVER 50,000  
FORMER STUDENTS,  
NOW SUCCESSFUL  
PROFESSIONALS



**Admissions & Academic Information:**

Joaquín M<sup>a</sup> López, 62  
E-28015, Madrid  
Tel: +34 91 448 48 41  
Fax: +34 91 447 95 11  
cenp@cenp.com

In Madrid, CENP is located in a university district, in the heart of the city, well served by public transport.

Madrid is one of the warmest capital cities in Europe. Visitors find a combination of the old Spanish traditions and the most innovative business spirit, which makes the city the most important business city in Spain. Its cultural offer is famous worldwide too.