

## ESCP Madrid Campus

### Winter semester 2024

#### Your program of study (courses, assignments, course format)

At ESCP business school, you get to choose specialization and take courses that are related to it. The specialization that were proposed to use were AI and robotics, digital project management, future of work, communication and new media and family business. In addition, we have to take one advanced management course from the following options: human resources management 2, advanced organization & management: innovation, change and family business, operations management 2 and advanced macroeconomics. Finally, we have to choose between one of the three following: sustainability, law or two languages course. I chose the communications and new media specialization combined with the advanced organization & management: innovation, change and family business and sustainability classes. My specialization includes five courses being: integrated marketing, communication and advertising in the digital age, media planning, creativity in advertising, brand management and social media. Here is the length of the courses and how their grading is divided:

**Integrated marketing and communication in the digital age:** This course is composed of 12 classes of 2 hours each throughout the whole semester. The grading is divided into 10% for attendance and participation, 40% for a team project on a case study including a powerpoint and oral presentation and 50% for the final exam with is a multiple-choice exam.

**Media planning:** This course is composed of 6 classes of 2 hours each and ends in mid-february. The grade assessments are distributed in 20% participation and short assignments, 30% for the group project which is a case study and 50% for the individual exam which was 30 multiple-choice questions in 1 hour.

**Creativity in advertising:** This course is also composed of 6 classes of 2 hours each and also end in mid-february. The assessments for this course are 10% for participation and homework, 40% for a group project which was an advertising campaign and 50% for individual written assessments which were to develop two creative ideas and the development of a briefing.

**Brand management:** This course is one of the longer one so it has 12 courses of 2 hours each that go from the beginning to the end of the semester. The grading is divided into 15% for individual participation, 15% for team cases and assignments, 30% for the team project and 40% for the final exam.

**Social media:** The final class is my specialization is social media which is also a longer course of 12 classes of 2 hours each. The grades are divided into 10% for quizzes and participation, 20% for a hootsuite certification exam which is a based on asynchronous learning, 30% for a final project and 40% for the final exam which is case study based.

**Sustainability:** The sustainability class is an out of specialization course therefore it is only 6 courses of 2 hours each. These classes are bi-weekly, therefore even though the course is shorter it takes place throughout the whole semester. The assessments are 50% for continuous assessment such as quizzes, research, group assignments and participation and 50% for the final exam.

**Advanced organization & management: innovation, change and family business:** The advanced course is organized in the same way as sustainability; therefore, it is composed of 6 courses of 2 hours each which are bi-weekly. Therefore, the course also goes from the beginning to the end of the semester. The assessment is 10% for participation and 90% for the final exam which is 45 multiple choice questions in 30 minutes.

### **The timetable**

Here is the timetable of my important dates while at ESCP Madrid Campus

Beginning of classes: January 8<sup>th</sup>, 2024

Media planning exam: February 15<sup>th</sup> 2024

Strasbourg seminar: This is a seminar for ESCP students only and not exchange students, therefore we did not have class the week of March 4<sup>th</sup> to March 8<sup>th</sup>.

Brand management exam: March 14<sup>th</sup> 2024

Advanced organization & management: innovation, change and family business: March 18<sup>th</sup> 2024

Social media: March 20<sup>th</sup> 2024

Integrated marketing and communication in the digital age: March 21<sup>st</sup> 2024

Holidays: Easter Break, March 25<sup>th</sup>, 2024, to March 29<sup>th</sup>, 2024

Sustainability exam: April 8<sup>th</sup> 2024

Something to keep in mind is that your schedule is not the same everyweek. The schedule changes from week to week and there are often modifications made throughout the semester. This usually results in having really busy week but also weeks where you only have two days of class. In addition, ESCP takes attendance very seriously, thus you can only miss one class of your short classes and two of your long classes. Failure to respect this leads to failing the class. Missing the class for interviews or medical reasons can be excused so that it does not count towards the number of missed classes.

### **Procedures to follow upon arrival**

- 1- Chose your specialization (done through email upon arrival)
- 2- Chose your advanced management course and your complementary course (done through email upon arrival)
- 3- Get SIM card (in corner stores or through citylife Madrid)
- 4- Get metro pass (through citylife Madrid)

5- Social activities (join what's app groups of the school and of citylife Madrid, they provide different social activities that can tailor to anyone: sports, going out, viewing parties, dance lessons, cooking lessons, trips and more)

In the first week of school, each specialization gets a presentation from the Dean in order to explain what is expected at ESCP business school. They also present the two different campuses and their amenities such as libraries, study room, cafeterias and else. In addition, citylife Madrid also present their company and provides the qr codes to the many what's app groups. In my opinion, the citylife groups are very good to be integrated in Madrid and make first encounters. Afterwards, you can meet your own group of friends and plan things together, but as a first step, the citylife groups are great.

### **Budget outlining the cost of studying abroad**

1- Tuition paid to Uottawa: 3688.88\$

2- Apartment: I got mine through Airbnb. I have one roommate and we pay 1200 CAN each. Even though it is expensive, we are in the center, and we did not have additional purchases for the apartment once we got here (pillows, sheets, towels, blankets, cleaning products, vacuum, coffee machine and more were included). Also, we do not have a separate electricity bill. This is not the case for most "spotahome" rooms that are available.

Most people get their apartment through spotahome or idealista. While these are great options, there are a few things to keep in mind. You have many roommates (from 5 up to 18), you usually do not have sheets, towels and blankets, you have to pay a cleaning fee and you often have a separate electricity bill.

After comparing with my friends, our prices were all about the same after adding up the different purchases they have to add. Therefore, the most important thing is to understand your priorities and find something that fits what you would like.

3- Groceries: We mainly cook at home and spend about 50 euros for groceries weekly for two people.

4- SIM card: I got mine through citylife madrid and I pay 10 euros for 20 GB.

5- Airplane tickets: The plane ticket to get from Montreal to Madrid was 1000 Can\$. Since I do not have a specific date of return yet, I do not have a return ticket. However, round-trip tickets are usually less expensive, therefore I believe I could have found one for 1200\$.

6- Textbook: There were no additional textbooks to purchase at ESCP.

### **Application procedures before your arrival**

1- Visa deadlines: The visa has to be completed in the Ottawa Spanish embassy (for Ottawa and Gatineau residents). The application process is fairly easy, and the visa is received within a month of your appointment. What is very important to keep in mind is that there is a delay from the moment you book your appointment until your actual appointment. Since the application requires

you to have your housing address and situation, I would recommend booking the appointment for the end of October/beginning of November, that way you have all the documents you need to provide them during your appointment. You can also book it earlier, but you will have to engage in many back and forth emails to provide the missing documents. Hence, I would recommend booking the appointment during the summer in order to ensure that you have the actual appointment in end of October/beginning of November.

The documents required for a 6 month student visa are:

- Visa application form
- Bank statement
- Proof of enrolment at ESCP
- Medical insurance (received through UOttawa)
- Proof of acceptance to ESCP
- ID
- Passport

Course registration: This process is very easy. You will be contacted by the ESCP Madrid school via email and will receive a choice. Please be reassured, it is normal that the school only contacts you for this in mid-November.

Housing deposit: The deposit for your housing depends on the housing you get. In my case, I have four payments for the four months that I am staying in the Airbnb. Therefore, our deposit was the amount of the first month.

### **Address and description of housing**

As mentioned, my housing is about 1200 CAN\$ a month. We are located in Lavapies (Calle de la Esperanza 4 28012). In my opinion this is a great neighbourhood. We are close to the metro station (Lavapies) and have two grocery stores very close to us (Lidl and Carrefour). In addition, Lavapies is very close to the center of Madrid, we can walk pretty much everywhere and is less expensive, therefore it is more of a student area.

The school is a bit further than the center of Madrid; therefore it is accessible my bus only (line 83 or 133). From our place, we have to take one metro line and the bus which is very easy and takes about 35 minutes.

If your budget is higher, sol is the center of Madrid and would be great for housing. Otherwise, Chamberi and Malasana are about the same distance as Lavapies from the center but they are a bit closer to the ESCP campus.

### **Summary of experience**

In general, I believe that going on exchange is the best decision of my life. You can learn a lot about yourself and grow a lot as a person. This is my first time living alone and it teaches you a lot about how you like your order, how to be alone and else. The main recommendation would be to talk to everyone, you can truly make friends anywhere. This experience is also great in terms of my program (International Management) because you work a lot in groups and get to see how different cultures approach working in group assignment. Therefore, it has taught me a lot on cross-cultural

communications. I am really liking my experience as I get to explore Madrid, but also different cities in Europe as traveling is very affordable. In sum, this is a great experience and you should really enjoy every second of it.



