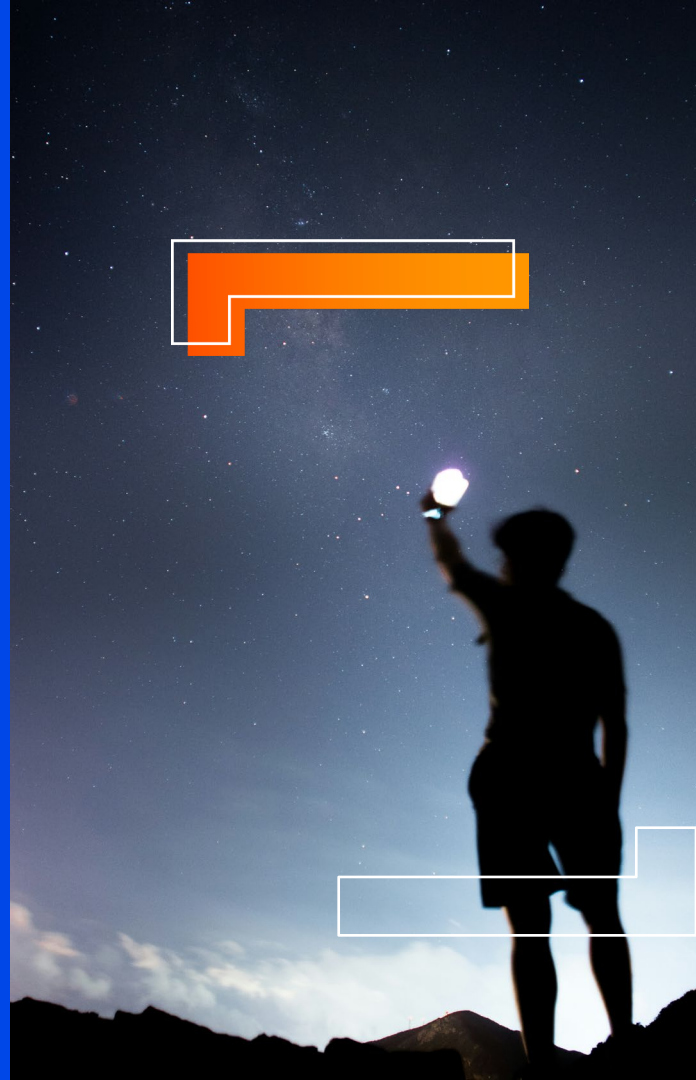




THE GLOBAL LEADERSHIP SUMMER
SERIES
SUMMER PROGRAMS 2026



01 | ESIC UNIVERSITY SUMMER COURSES

WHEN?

Madrid (Pozuelo de Alarcón) from June 22nd to July 10th.

WHERE?

Esic University Campus. Avenida de Valdenigrales s/n.
Pozuelo de Alarcón. Madrid. Spain.
Monday to Friday, from 0900 to 17,00 h.

WHAT?

The world no longer moves in cycles; it moves in leaps. This June and July 2026, we are inviting a select cohort of visionaries to Esic University in Madrid for the Global Leadership Summer Series.

This isn't just a course; it's three weeks and three revolutions designed to make you future-ready by mastering Generative AI, Global Geopolitics, and the Soul of Luxury.

We don't teach from textbooks—we teach from the frontier, ensuring you walk away with tangible strategies and an elite global network





WHY MADRID?



EXPERIENCE MADRID LIKE NEVER BEFORE

Inmerge yourself in its rich culture,
vibrant life and warm hospitality
while pursuing a top-notch
educational program



DARE TO DISCOVER, ACHIEVE, RELATE, AND EXCEL WITH OUR SUMMER PROGRAM IN MADRID

01.

DISCOVER a new world of opportunities in the vibrant city of Madrid

02.

UNLOCK the door to academic excellence with marketing experts

03.

RELATE to a global community of forward thinkers wanting to shape the world

04.

EXCEL in your career and personal development

05.

Connect with the like-minded students from around the world

06.

Build lasting friendships and expand your professional network.



MADRID SHINES BRIGHT!

A Vibrant Capital at the Heart of Spain's Rich Cultural Mosaic

All our summer programs take place in Madrid

Cultural Immersion: Experience the rich history and dynamic culture of Spain's heartland. Visit some of the best museums in the world and enjoy its lovely atmosphere!

Extended Opportunities: Option to extend your stay beyond Madrid.

Extend your stay and visit Barcelona and Valencia: Explore the iconic Gaudi architecture, enjoy beachside bars, and immerse yourself in the city's bustling atmosphere.

Discover the innovative City of Arts and Sciences, savor delicious cuisine, and relax on beautiful beaches.

Diverse Experiences: From metropolitan charm to Mediterranean leisure, enjoy educational opportunities alongside scenic beauty.

Coastal Beauty: Experience the serene beaches and warm embrace of the Spanish sun and sea.





STOP PROMPTING & START LEADING

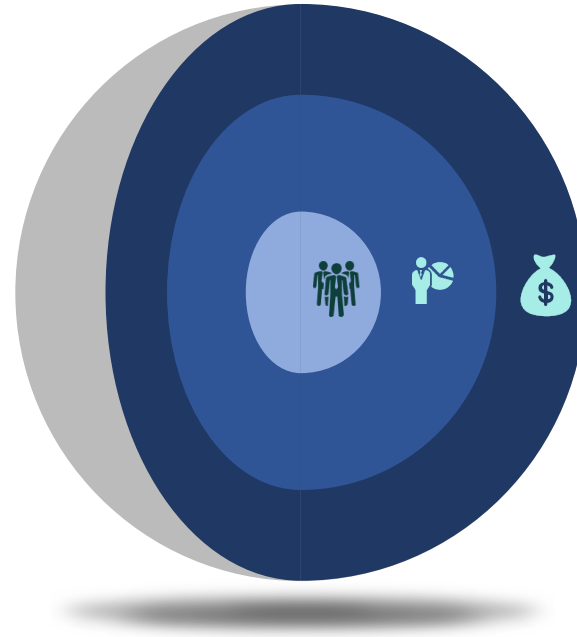
The context for leadership has shifted. We are facing a landscape defined by volatility and speed. To lead in the next decade, you cannot rely on old playbooks.

You must master the intersection of the three forces defining our future:

- Artificial Intelligence,
- Global Geopolitics,
- and The Soul of Luxury.

OUR SUMMER 2026 COURSE OFFER

- TREND**
THE LUXURY ALCHEMIST: Fashion and
Luxury Marketing
- TRADE**
THE NEW GLOBAL PARADIGM: Global
Business in a Fragmented World.
- TECH**
THE ALGORITHMIC MARKETEEER:
Marketing and AI





1. THE LUXURY ALCHEMIST: Fashion and Luxury Marketing

Luxury is not about Price; it is about cultural currency. Explore how prestigious brands maintain their “aura” in the digital age.

KEY SESSIONS:

1. The Anti-Laws of Marketing: Why luxury brands never sells and always seduce.
2. The Creative Director as CEO: Analysing the financial power of aesthetic.
3. Radical Transparency: Why the future of luxury is circular and net-zero.

THE ACTION LAB OUTCOME:

Go behind the scenes of the Digital Atelier to design a phygital experience merging showrooms with old-world craftsmanship. You Will créate a “Brand Bible”, a 360 ° revitalization startegy for a heritage fashion house



2. THE NEW GLOBAL PARADIGM: Navigating Interdependence & Fragmented Markets

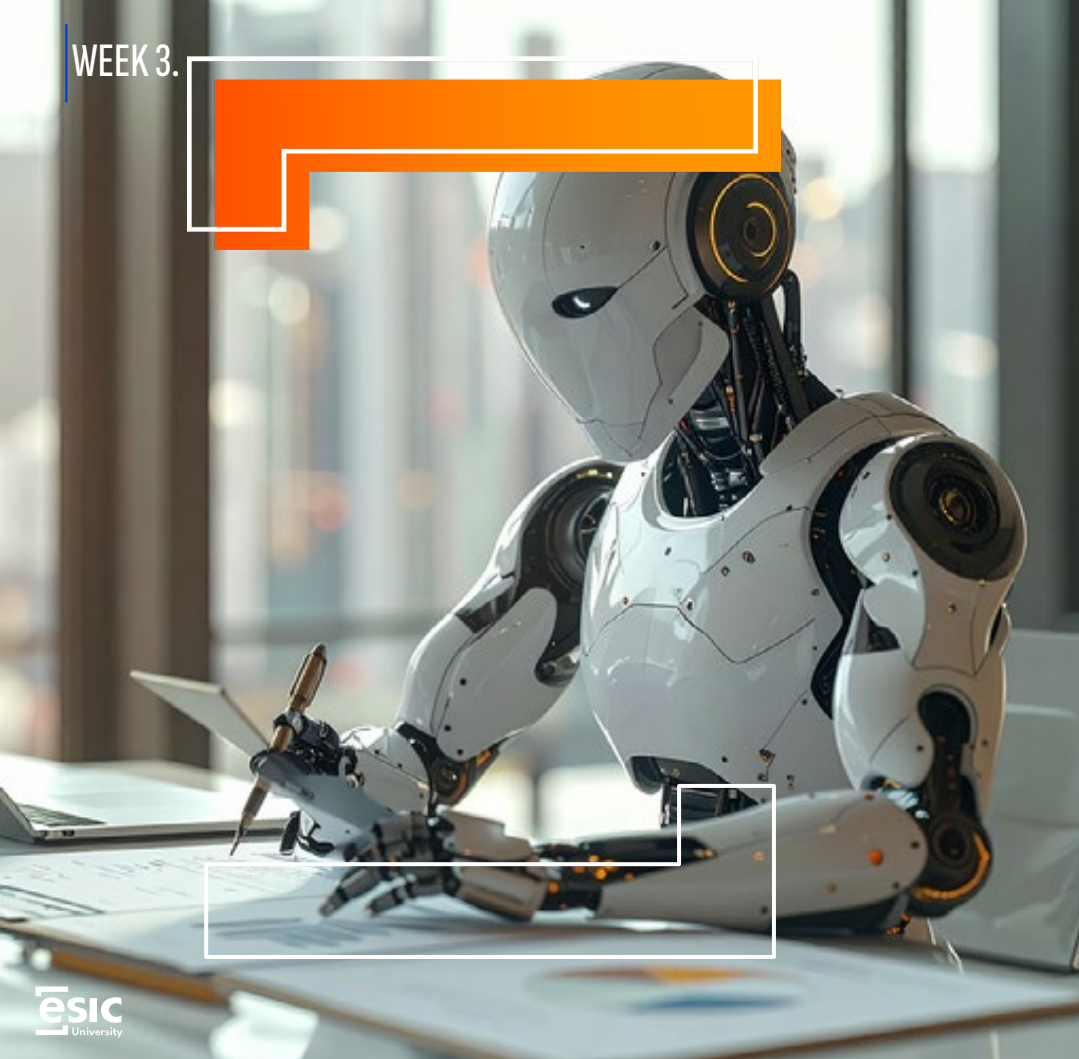
Old rules of Globalization have been rewritten. We are entering a new era of regional powerhouses and “friend-shoring” where companies need a geopolitical compass to ensure market survival

KEY SESSIONS:

1. The Death of Efficiency: Why resilience is the new ROI.
2. Digital Borders: Navigating national internets and data sovereignty
3. ESG as Currency: Climate Policy as the New Trade Barrier

THE ACTION LAB OUTCOME:

Engage in the Global Nexus Simulation, a live, multicountry trade crisis where your decisions dictate market survival. You will produce the Geopolitical Risk Blueprint, a strategic framework for International market entry in 2026.



3. THE ALGORITHMIC MARKETER: Harnessing Generative AI for Strategic Growth

Move from an AI User to an AI Architect: In an era where content is infinite, strategy is the only scarcity.

KEY SESSIONS:

1. Predictive Consumer Behaviour: Front-running trends before they happen.
2. The Deepfake Dilemma: Navigating ethics in a world of perfect simulations.
3. Hyper-personalization at Scale: 1 to 1 marketing for 1 million customers.

THE ACTION LAB OUTCOME:

Build your own autonomous marketing agent and learn to manage "Synthetic Brand Equity". You will leave with a professional portfolio featuring a complete AI-driven growth strategy for a 2026 Tech Unicorn

WHY CHOOSE THE 2026 SUMMER SERIES?

INVEST IN YOUR FUTURE-READY SELF

1. **The MADRID ADVANTAGE:** Experience a world-class learning Hub
2. **Elite Global Network:** Gain exclusive access to C-Suite guest speakers and a cohort of hand-picked International visionaries
3. **From Theory to the Frontier:** We don't teach from textbooks; we teach from the cutting edge of industry. Our Action Lab ensure you walk away with a tangible professional Project
4. **Three Revolutions, One Program:** Master the three forces defining the next Decade: Generative AI, Global Geopolitics and the Soul of Luxury
5. **Tangible Career Assets:** Earn a Global Innovator Badge (for 3-weeks participants) and obtain until 15 ects credit bearing certifixate (5 ects/course) to boost your academic and professional transcript



PROGRAM INVESTMENT&VALUE: Prices

Standard tuition fee



900 €/course/week

Exclusive Discounts *



10 % Partner University students: 810€/course/week



15% Dual course enrollment (2 weeks/courses): 1,530 € Total Fee



20 % GLOBAL INNOVATION BADGE: 3 courses/weeks: 2,160 € Total Fee

INCLUDED

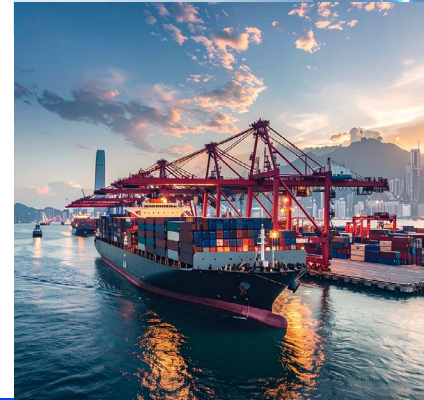
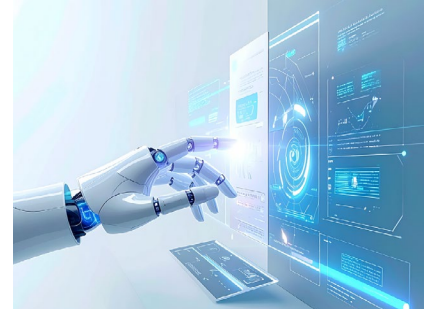


Enrollment + Tuition + Materials + Daily lunch (Mon-Fry) + 2 social activities

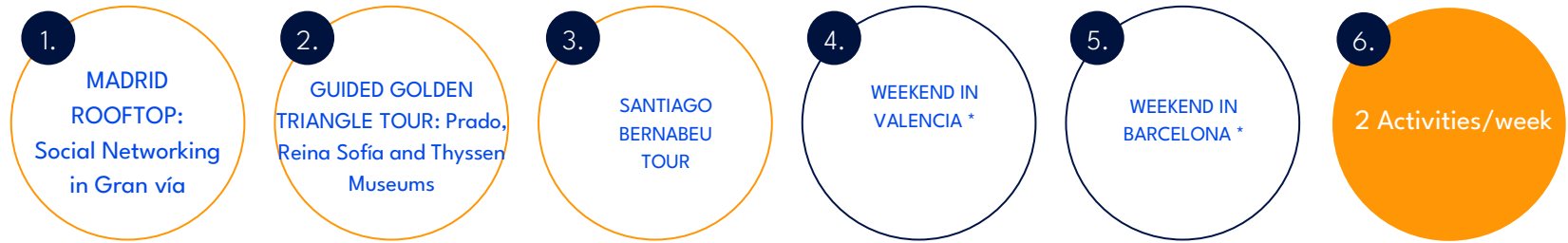
NON INCLUDED



Transport, Accommodation, Health Insurance



ENJOY MADRID EXPERIENCE: THE SOCIAL PROGRAM



* OPTIONAL ACTIVITIES NOT INCLUDED IN THE PRICE



INTERESTED? SCAN THE CODE



For any enquiry contact us at ic@esic.university



GRACIAS

