



PERSONA CIENCIA EMPRESA
UNIVERSITAT RAMON LLULL

SCHOOL OF
MANAGEMENT



1 YEAR BACHELOR + 1 YEAR MASTER IN INTERNATIONAL MARKETING IN A DIGITAL ENVIRONMENT

between

IQS School of Management – Universitat Ramon LLull

Via Augusta 390, 08017 Barcelona, Spain

And

FU JEN Catholic University

No. 510, Zhongzheng Rd., Xinzhuang Dist.

New Taipei City 24205, Taiwan

IQS School of Management – Universitat Ramon Llull (herein referred to as IQS SM) and Fu Jen Catholic University (herein referred to as Fu Jen) agree to the following terms.

Terms:

I. Purpose

The purpose of this agreement is to establish the possibility for FU JEN students to take during the first year at IQS SM 24 ECTS per semester of our Bachelor in the Business field and during their second year at IQS SM the official Master in International Marketing in a Digital Environment as a part of their Bachelor and Master at FU JEN.

According to this agreement, a maximum of **4** FU JEN students can apply to spend:

One year at the IQS SM to take 24 ECTS per semester of the Bachelor in the Business field and the second year to take 60 ECTS of the official Master in International Marketing in a Digital Environment (MIMDE taught in English). Upon completion of all credits, FU JEN students will earn the official diploma Master in International Marketing in a Digital Environment and IQS SM will send to FU JEN the student transcript of the 24 ECTS per semester that the student takes in our Bachelor in the Business field for the recognition of the credits at FU JEN. (See the program courses in the appendix 1).

II. Selection of Students

FU JEN will screen applications from its student body.

The Master is aimed mainly at university undergraduate students from other fields than the business one, for instance foreign languages, engineering, architecture, health sciences, international relations, sociology, and politics.

FU JEN will send to IQS SM the completed applications for their students by the official closing dates in each academic year (March 31st)

FU JEN students will provide a minimum TOEFL score (Internet Based Score) of 80 or the corresponding IELTS (6/6.5) in the case that all subjects are taught in English.

FU JEN students will provide a minimum B1/B2 level in Spanish in the case that they decide to take the courses in Spanish.

IQS SM has the right to make final judgement on the admissibility of each student nominated.

IQS SM also retains the right to assess the previous academic background, before admitting that student to the official master program.

III. Registration, Academic Programs and Course Enrolment

- A. For IQS SM, the ACADEMIC YEAR for the Bachelor in the Business field starts the second week of September and ends in June and for Master programs starts first week of October and ends in June.
- B. FU JEN will provide to IQS SM with a list of students and completed applications by the nominated application deadline (March 31st for the next academic year).
- C. The period of study for each student will be four consecutive semesters. Other cases will be considered as exceptional cases and will be managed individually by FU JEN and IQS SM.
- D. The Bachelor in the Business field is offered in two different groups, the first one is in Spanish and the second one is in English. Students can choose between both of them.**

The Master in International Marketing in a Digital Environment is offered in only one group (courses are in English).

- E. FU JEN students shall be registered as full-time students at IQS SM and shall be fully integrated at the IQS SM.
- F. FU JEN students must complete the same academic workload and fulfil the same academic requirements for assessment as IQS SM master degree program students. Any variation from the normal full-time load must be approved by both IQS SM and FU JEN.
- G. All FU JEN students must abide by the rules and regulations of IQS SM.
- H. FU JEN will send the following required documentation for each student:
 - a. Original academic Bachelor certification before starting the master
 - b. Bachelor transcripts of academic record (listing the course units completed) with GPA (Grade Point Average).
 - c. Photocopy of valid passport or ID card.
 - d. Passport photo.
 - e. Document certifying TOEFL 80 or IELTS 6/6.5 (if applies) / Document certifying B1 or B2 of Spanish Language (if applies)
 - f. FU JEN Certificate that accredits that the student can enrol in a Master's Degree in the country where he/she has obtained the Bachelor's degree.
- I. IQS SM will send the transcripts of 1st semester, including Dean's signature and stamp.
- J. IQS SM will send the official transcripts to FU JEN at the end of each academic year.
- K. The FU JEN students may complete the internship through FU JEN and those 6 ECTS will be recognized by IQS SM (Universitat Ramon Llull) once IQS SM receives the evidence through the official transcript from FU JEN. Alternatively, FU JEN students can apply through IQS SM in order to do the internship through IQS. The internship is not mandatory but students can choose it. It represents 6 ECTS with economic compensation. The final decision is made by companies.
- L. All FU JEN students will complete the final master thesis at the end of the master program. The final thesis will be supervised by one faculty PhD from IQS SM and it could be codirected by one faculty PhD from FU JEN. The final thesis will accomplish the regulations from IQS SM.
- M. At the end of the academic master term, upon completion of the 60 ECTS, FU JEN students will complete the application requirement to obtain the official master diploma issued by the University Ramon Llull and the Ministry of Education of Spain.

IV. Tuition Fees and Economic Conditions

- According to this agreement, FU JEN students will pay to IQS SM the tuition fees corresponding to 60 ECTS of the Master in International Marketing in a Digital Environment.
- The tuition fees (2019-20) of each ECTS is 240 €. Those tuition fees are the ones that apply for the 2019-20 academic year. The total amount corresponding to the 60 ECTS is 14,400 €.

- The payment could be split in two parts. The first 50% before starting the 1st year of the Bachelor Degree in the Business field (it includes the reservation seat amount) and the second 50% before starting the first semester of the Master in a Digital Environment.
- The total amount will be paid by FU JEN students according to the following calendar:
 - 2,100 € by May 31st 2020 to complete the reservation seat.
 - 5,300 € by September 30th 2020
 - 7,000 € by September 30th 2021
- IQS SM tuition fees are reviewed annually.
- At the end of the program at IQS SM, and after completion of the 60 ECTS, FU JEN students must apply through IQS SM to earn the official diploma which is issued by the Ministry of Education. FU JEN students will pay the official administrative fees.
- Students from FU JEN will have a special discount. Students from FU JEN will pay the tuition fees corresponding to the Master and they will not pay any tuition fees for the courses they take in the Bachelor during their 1st year at IQS SM (the price for each ECTS is 199€).

V. Responsibilities of Students

Students participating in the Bachelor in the Business field and the Master in International Marketing in a Digital Environment program will be responsible for:

- A. Full costs of travel to and from IQS SM (Barcelona, Spain);
- B. Costs of books and stationery;
- C. Travel documents and visas;
- D. All living, subsistence and accommodation expenses in Barcelona (Spain);
- E. Costs of health insurance in Barcelona (Spain)

VI. Responsibilities of HOST Institution

IQS SM will provide to FU JEN students with:

- A. An orientation program.
- B. Assistance and documents to apply to the Visa Student.
- C. Assistance with finding suitable accommodation within reasonable distance of the campus.
- D. An original Academic Transcript of results, which will be forwarded, on the student's behalf, directly to FU JEN upon completion of the program.
- E. IQS SM will provide the necessary student support services and academic counselling for all FU JEN students.

- F. IQS is responsible to offer the opportunity to take a basic Spanish Language Course during the first or the second year at IQS SM.
- G. IQS is responsible to organize professional visits, special guest speakers, graduation ceremony and other activities.

VII. Terms of Agreement and Amendment

This agreement shall remain in force for a period of **Five (5)** years from the signature of this agreement with the understanding that it may be revised, terminated or suspended by either party giving six months written notice to the other party.

VIII. General

IQS SM and FU JEN shall undertake all those measures that are seen as reasonable to give maximum effect to this Master program agreement. Such actions will include the provision of academic handbooks, newsletters and promotional material.

It is expected that FU JEN will actively promote and publicise the program on its campus.

IQS SM will publicise the partnership with FU JEN.

IX. Signatures

This agreement constitutes the entire agreement between the parties. There are no understandings, agreements or representations, oral or written, not specified herein, regarding this agreement. No amendments, consents or waivers of terms of this agreement shall bind either party unless in writing and signed by all parties. Any such amendment, consent or waiver shall be effective only in the specific instance and for the specific purpose stated. IQS and FU JEN, by the signatures of their authorised representatives below, acknowledge having read and understood the agreement and agree to be bound by its terms and conditions.

Dr. Pedro Regull
 Managing Director
 For IQS SM – Universitat Ramon Llull
 Date:

Dr. Bi-chu Chen
 Chair of English Department
 For Fu Jen Catholic University
 Date:

Dr. Carlos Moslares
 Dean IQS SM
 For IQS SM- Universitat Ramon Llull
 Date:

Dr. Miguel Angel Gonzalez
 Chair of Spanish Department
 For Fu Jen Catholic University
 Date:

Dr. Kate Chiwen Liu
 Dean of College of Foreign Languages
 For Fu Jen Catholic University
 Date:

APPENDIX 1

Master in International Marketing in a Digital Environment

Program Coordination

The program coordinators for each Institution to ensure that this agreement proceeds according to plan are the following:

IQS SM: Dr. Ramon Palau

FU JEN: Dr. Bi-chu Chen (English Department)/ Dr. Miguel Angel Gonzalez (Spanish Department)

Program Content

The students of Master in International Marketing in a Digital Environment complete 60 ECTS in one academic year and are entirely taught in English. The distribution of the courses is the following:

Master in International Marketing in a Digital Environment	ECTS
Compulsory courses (1 st and 2 nd semesters)	39
Electives courses (2 nd semester)	12
Master Thesis/Final Project (annual)	9
TOTAL ECTS	60

The first semester courses are the following (all compulsory courses):

1st semester compulsory courses (October to January)	ECTS
International Marketing Strategy	6
Advanced Market Research	6
Marketing Data Intelligence	3
International Marketing Management Simulation	6
Digital Marketing Strategies	3
Social Media Management	3
TOTAL ECTS 1st semester (compulsory courses)	27

In the second semester, the students will complete 12 ECTS compulsory + 12 ECTS elective.
The courses of the second semester are the following:

2nd semester compulsory courses (February to May)	ECTS
International Brand Management	3
International Product Development	3
Mobile Marketing Applications	3
Digital Marketing Communications	3
TOTAL ECTS 2nd semester (compulsory courses)	12

Elective courses: Students choose 12 ECTS from among 30 ECTS of 6 courses:

2nd semester elective courses (February to May)	ECTS
Quantitative Methods	6
Qualitative Methods	6
Internship in Company	6
Global Retail Management	6
International Marketing Planning	3
Advanced Digital Analytics*	3

*On offer from academic course 2021-22

Final Project (Master Thesis) is an annual course that is submitted in May, and defended in June:

Master thesis (compulsory)	ECTS
Final Project	9