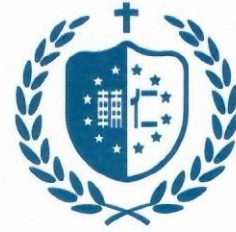




PERSONA CIENCIA EMPRESA  
UNIVERSITAT RAMON LLULL

SCHOOL OF  
MANAGEMENT



## **MASTER IN INTERNATIONAL MARKETING IN A DIGITAL ENVIRONMENT AGREEMENT**

And

## **MBA PROGRAM IN INTERNATIONAL MANAGEMENT (imMBA)**

between

**IQS School of Management – Universitat Ramon Llull**

**Via Augusta 390, 08017 Barcelona, Spain**

And

**College of Management, 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, College of Management, Fu Jen Catholic University (herein referred to as FJCU CM) agree to the following terms.**

## Terms:

### I. Purpose

The purpose of this agreement is to establish the possibility for FJCU CM (imMBA) students to complete their second master's degree- the Master in International Marketing in a Digital Environment at IQS SM (University Ramon Llull).

According to this agreement, a maximum of 4 FJCU CM (imMBA) students can apply to spend: One year at the IQS SM to take 60 ECTS during the entire academic year. Upon completion of all credits, FJCU CM (imMBA) students will earn the official diploma Master in International Marketing in a Digital Environment (see the program courses in the appendix 1).

### II. Selection of Students

FJCU CM (imMBA) will screen applications from its student body.

The Master is aimed at university graduates in the economy, business, marketing, management and tourism fields. Applicants that come from a different Social Sciences fields or with a different academic background, such as Engineering, will be asked to enrol to the following complementary training courses: Marketing Principles and Strategies (6 ECTS) and Accounting for Decision Making (3 ECTS). Other applicants that come from Advertising and Public Relations field will be asked to enrol to the following complementary training course: Accounting for Decision Making (3 ECTS). These intensive courses start and finish on September.

FJCU CM (imMBA) will send to IQS SM the completed applications for their students by the official closing dates in each academic year (March 31<sup>st</sup>).

FJCU CM (imMBA) students will provide a minimum TOEFL score (Internet Based Score) of 80 or the corresponding IELTS (6/6.5) or TOEIC 785.

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 Master programs starts first week of October and ends in June.
- B. FJCU CM (imMBA) will provide to IQS SM with a list of students and completed applications by the nominated application deadline (March 31<sup>st</sup> for the next academic year).
- C. The period of study for each student will be two consecutive semesters (Fall and Spring Term). Other cases will be considered as exceptional cases and will be managed individually by FJCU CM (imMBA) and IQS SM.
- D. All courses at the IQS SM will be taught in English.**
- E. FJCU CM (imMBA) students shall be registered as full-time students at IQS SM and shall be fully integrated at the IQS SM.



- F. FJCU CM (imMBA) 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 FJCU CM (imMBA).
- G. All FJCU CM (imMBA) students must abide by the rules and regulations of IQS SM.
- H. FJCU CM (imMBA) will send the following required documentation for each student:
- a. Original academic Bachelor certification
  - 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 or TOEIC 785.
  - f. FJCU CM (imMBA) 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 1<sup>st</sup> semester, including Dean's signature and stamp.
- J. IQS SM will send the official transcripts to FJCU CM (imMBA) at the end of each academic year.
- K. The FJCU CM (imMBA) students may complete the internship through FJCU CM (imMBA) and those 6 ECTS will be recognized by IQS SM (Universitat Ramon Llull) once IQS SM receives the evidence through the official transcript from FJCU CM (imMBA). Alternatively, FJCU CM (imMBA) 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. The internship should be at least three months.
- L. All FJCU CM (imMBA) students will complete the final master thesis at the end of the master program. The final thesis will accomplish the regulations from IQS SM.
- M. At the end of the academic term, upon completion of the 60 ECTS, FJCU CM (imMBA) students will complete the application requirement to obtain the official diploma issued by the University Ramon Llull and the Ministry of Education of Spain.

#### IV. Tuition Fees and Economic Conditions

- According to this agreement, FJCU CM (imMBA) students will pay to IQS SM the tuition fees corresponding to 60 ECTS.
- The tuition fee (2024-25) of each ECTS is 254.5. Those tuition fees are the ones that apply for the 2024-25 academic year. The total amount corresponding to the 60 ECTS is 15,270 €.
- The payment could be split in two parts. The first 50% before starting the master program (it includes the reservation seat amount) and the second 50% before starting the second semester.
- The total amount will be paid by FJCU CM (imMBA) students according to the following calendar:

- 2,100 € by May 31st to complete the reservation seat.
- 6,116 € by September 30th
- 4,000 € by January 31st
- After the completion of the total payment by FJCU CM (imMBA) students on January, the student would be awarded with a fee discount of 20% on January 31<sup>st</sup> (already discounted at their last payment). The total amount that the student will pay is 12,216 € instead of 15,270€.
- IQS SM tuition fees are reviewed annually.
- At the end of the program at IQS SM, and after completion of the 60 ECTS, FJCU CM (imMBA) students must apply through IQS SM to earn the official diploma which is issued by the Ministry of Education. FJCU CM (imMBA) students will pay the official administrative fees.

#### **V. Responsibilities of Students**

Students participating in 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 FJCU CM (imMBA) 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 FJCU CM (imMBA) upon completion of the program.
- E. IQS SM will provide the necessary student support services and academic counselling for all FJCU CM (imMBA) students.
- F. IQS is responsible to offer the opportunity to take an intensive Basic Spanish Language Course before starting the Master Program.
- 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

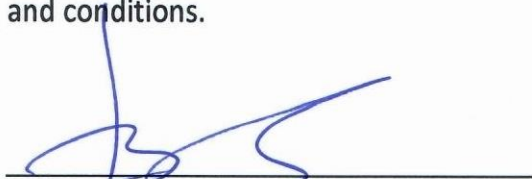
IQS SM and FJCU CM (imMBA) shall undertake all those measures that are seen as reasonable to give maximum effect to this Master program agreement. Such actions will include the provision of academic handbooks, newsletters and promotional material.

It is expected that FJCU CM (imMBA) will actively promote and publicise the program on its campus.

IQS SM will publicise the partnership with FJCU CM.

## 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.

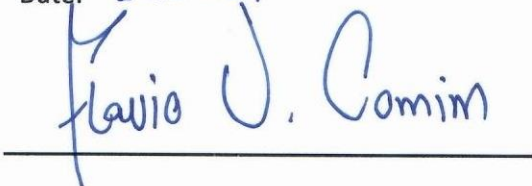


Dr. Salvador Borrós

Managing Director

For IQS– Universitat Ramon Llull

Date: 24.04.24

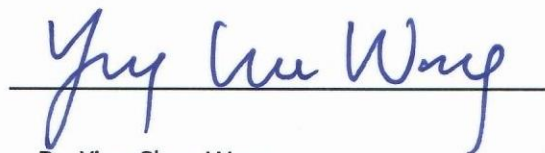


Dr. Flavio Comim

Dean IQS SM

For IQS SM – Universitat Ramon Llull

Date: 23.04.24



Dr. Ying-Chou Wang

Vice-President for Academic Affairs

Fu Jen Catholic University

Date: 04.08.2024



Dr. Bruce C.Y. Lee

Dean of College of Management

Fu Jen Catholic University

Date: Apr. 08 / 2024

## 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. Belén Derqui

FJCU CM (imMBA): Dr. Kai-Ping Huang

#### 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:

#### **M1 year at Fu Jen imMBA (total 23 credits)**

Course Name	Credits
Business Ethics	2
Thesis-writing and defense at FJCU	6
International Business Management	3
Choose 4 from (total 12 credits):	
Marketing Management	
Strategic Management	
Organization Design and Management	
Human Resources and Knowledge Management	
Financial Management	
Supply Chain and Operations Management	
Total	23

#### **M2 year at IQS (total 60 ECTS)**

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



<b>TOTAL ECTS</b>	<b>60</b>
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The first semester courses are the following (all compulsory courses):

<b>1st semester compulsory courses (October to February )</b>	<b>ECTS</b>
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
<b>TOTAL ECTS 1st semester (compulsory courses)</b>	<b>27</b>

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

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

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

<b>2<sup>nd</sup> semester elective courses (February to May)</b>	<b>ECTS</b>
Quantitative Methods	6
Qualitative Methods	6
Internship in Company	6
Global Retail Management	3
E-Commerce	3
Neuromarketing	3
Advanced Digital Analytics	3

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

<b>Master thesis (compulsory)</b>	<b>ECTS</b>
Final Project	9

