



BIP “SMEs’ challenges in marketing and communication. Building future leaders”

General information:

We propose a BIP in marketing and value creation to train future professionals capable of understanding the specificities of “medium cities” and regions and their companies and to contribute to regional development in any country by increasing the productivity and profitability of these companies.

Target group:

The BIP is aimed at undergraduate students from **Business Management, Marketing** or other related study programmes.

Course content:

We seek to develop an experience that trains professionals committed to their environment and to the democratic participation of the territories. Working on the consumer's side from marketing is a way to achieve more environmentally sustainable and socially fairer proposals. The value chain of basic food products is generally made up of producers, industry, distribution and consumers. Marketing allows us to listen to the trends and desires of consumers in order to create value for them.

Creating a BIP focused on the productivity of SMEs in medium-sized cities can help to address these challenges by providing SMEs with the necessary knowledge, skills, and tools to improve their productivity and competitiveness. The program will be based on principles such as sustainability, democracy, digitalization, and resilience, as these principles are critical for ensuring the long-term viability and success of SMEs

The main objectives of the BIP are based on the specific needs and challenges faced by SMEs located in medium-sized cities regarding specifically their marketing and communications efforts. The program tries to link the gap in knowledge and skills in the field of organizational marketing and communication, and to provide SMEs with the resources they need to increase their competitiveness, job creation, and contribute to more sustainable urban planning and a more participatory local democracy.

Training students on **the productivity of SMEs in medium-sized cities is important for ensuring the long-term viability and success of these businesses.** And, we must remember

that “Strengthening the resilience of vulnerable small and medium-sized cities is where the success or failure of the UN’s New Urban Agenda will be decided” (Birkmann, 2016).

There is a new in training in marketing and communication but also on topics such as people management, social innovation and digital transformation which will contribute to establishing population and generating wealth in these medium-sized¹ cities.

The creation of this program seeks to train professionals sensitive to the needs of small and medium-sized companies and medium-sized cities, it will also favor cultural diversity and the protection of traditions and ways of life in other areas beyond the large economic centers, thus avoiding homogenization and loss of diversity.

We plan to develop a multidisciplinary program that focuses on the following areas:

ACADEMIC FIELDS	Marketing and Communication	Business organization	Social Innovation	
FOCUS	Sustainability	Digital transformation	Soft skills	Economic resilience
SECTORS	Agro alimentary industry	Technology	Tourism	Culture
SCOPE	Medium cities	SMEs		

Course structure:

- Online: 1 or 2 sessions in May (4 hours, 2 hours per session)
- Face to face sessions (Pontifical University of Salamanca): 17-21 June, 2024 (26 hours)
- Visits of local businesses
- Cultural activities in Salamanca
- 3 ECTS. The program will have 30 hours of contact sessions.

During the online classes we will on one side explain what SMEs are and their importance in medium size cities and the principles of business productivity. **We will also ask the students to present case studies and success stories in their country/area.**

The face to face workshops will focus on the communication and marketing tools that SMEs have to do to improve their business productivity and resilience. **We will present the students challenges from local organizations so they can work and develop proposals to them.** The

¹ Medium cities have the potential to become attractive, inclusive & sustainable places. Their size makes them capable of obtaining the necessary resources while being small enough to be viable in the short/medium term. They are cities with a population between 60,000 and 300,000 inhabitants.

main focus will be to link their theoretical knowledge to the reality of SMEs, normally far away from the multinational case studies that the students are used to develop.

Teachers:

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