

ESPM

Academic Excellence in Communication, Marketing and Business Management

ESPM

About Us

Since its inauguration over half a century ago as one of Brazil's first institutes of higher learning in Advertising, ESPM has evolved over the years to become one of the country's premier institutes of higher learning in the areas of its core academic pillars: Marketing, Communication and Business Management. ESPM's courses are considered among the best in the country and, as a result, the institution boasts alumni that are heavily sought after by many of the top companies and academic institutions in Brazil and the world.

The key drivers of our sustained success have been a commitment to rigid ethical principles and a constant pursuit of academic excellence, as originally established by our founding fathers. ESPM's unique position as a market-run, non-profit institution allows for sparing no expense in our reinvesting in the development and improvement of our faculty, programs, educational methods and facilities throughout our three campuses – São Paulo I and II, Rio de Janeiro and Porto Alegre.

ESPM's faculty includes professionals with both strong academic and business backgrounds, and is currently recognized as the best and most experienced in Brazil, enabling the institution to play a key role as one of the cornerstones of Brazil's emerging prominence as a world economic powerhouse. This cooperative relationship between both academic and corporate philosophies allows ESPM's graduates to emerge with an ideal balance between theoretical and conceptual education and real-life experience in the Business and Communications sectors.

J. Roberto Whitaker Penteado, President

With four decades of service to the ESPM, President J. Roberto Whitaker Penteado ascended to his post in 2009.

A former marketing and advertising executive whose name is synonymous in Brazil with those two fields, Penteado worked in various international and Brazilian companies throughout his career, such as Nestlé, JWThompson, IBM, the Swiss Bank Corporation, Unilever, Editora Abril, Almap / BBDO and L'Oreal. In 1969, he joined the ranks of ESPM as a Professor of Advertising. A decade later, he took over as Director of the Rio de Janeiro campus. From 1979 to 2005, he served as ESPM's Vice-President and a member of the Board of Trustees.

On the academic side, Penteado holds undergraduate degrees in Economics and Education, an M.A. in Political Science and a Ph.D. in Communication and Culture from the Federal University of Rio de Janeiro. Penteado is the author of eight books, a member of the Pen Club of Brazil and coordinated the Code of Ethics for Marketing Professionals, issued by the Brazilian Association of Marketing, in 1999.

São Paulo – Prof. Francisco Gracioso Campus



60 Years of Academic Excellence

ESPM was founded in 1951, the result of a long-harnessed dream of writer/publicist Rodolfo Lima Martensen. Driven by the euphoria of a time of unique economic and population growth in Brazil, when foreign investments were soaring and South America's largest country was in the midst of an exhilarating postwar period that included the rise of television and numerous other social and economic milestones, Martensen seized the opportunity to establish a school for professionals working in the fields of advertising and promotion. Martensen was soon joined by two of the most prominent figures in the Arts and Communication fields: Pietro Maria Bardi, co-founder of the São Paulo Museum of Art (MASP), the most important museum of Western art in the Southern Hemisphere; and Assis Chateaubriand, founder and owner of Diários Associados the largest media and press conglomerate in Brazil at the time and co-founder of MASP. It was a natural marriage, as until that point, advertising had been treated as art. The São Paulo Museum of Art School of Advertising, operating within MASP, was born.

From those humble beginnings, the school grew exponentially and was eventually re-christened the Superior School of Advertising and Marketing (Escola Superior de Propaganda e Marketing; ESPM).

In the 1970s, ESPM was offering graduate courses and had expanded to open a second campus in Rio de Janeiro, with a third campus opening in Porto Alegre in the 1980s.

Throughout its history and five chairmen – Martensen, Scherb, Francisco Gracioso, Luiz Celso de Piratininga and current Director-President J. Roberto Whitaker Penteado, ESPM has staunchly adhered to its original guiding principles while applying itself to the promise of constant academic evolution.

Today, ESPM is a non-profit, market-run institution that ranks among the most prestigious Marketing, Communication and Business Management institutes of higher learning in Brazil, offering Bachelor and Master degree programs as well as Continuing Education to over 10,000 undergraduate and postgraduate students overseen by some 600 professors on its three campuses in São Paulo, Rio de Janeiro and Porto Alegre. In 2011, the institution celebrates its 60th anniversary of academic excellence in Communication, Marketing and Business Management.

A Market-Run Institution

One of the unique qualities of ESPM as an institution is that since its founding by a group of forward-thinking artists and advertising executives in 1951, the school has been integrated with the business market. This intricate and intimate relationship between education and business affords ESPM's students a distinctive opportunity and advantage over similar institutions. ESPM brings 60 years of quality experience in both theory and practice, the origins of which date back to its original Board of Advisors, who represented businesses and corporations and help foster this relationship to make ESPM a center of excellence in teaching Communication, Marketing and Business Management in Brazil.

Location

ESPM is strategically located in three of Brazil's largest and most economically vibrant cities. Each of the institution's three campuses is located in unique urban areas with easy access to public transportation, commercial businesses, tourist attractions, shopping, parks and recreation.



São Paulo

The largest city in the Southern Hemisphere and the economic heart of South America, São Paulo is home to ESPM's first campus, with two units located in the heart of the city's South Zone, Vila Mariana, within walking distance from the iconic Ibirapuera Park, public transportation, restaurants and shopping. ESPM São Paulo offers Undergraduate, Graduate, Continuing Education and Executive Education courses.

Rio de Janeiro

The historical downtown of Brazil's second largest city, recognized as one of the most beautiful and iconic tourist destinations in the world, is home to ESPM's northernmost campus, steps from some of Rio's most historic colonial attractions and important cultural foundations. The Rio campus offers Undergraduate, Graduate, Continuing Education and Executive Education courses.

Porto Alegre

ESPM's southernmost campus, ESPM Sul, offering Undergraduate, Graduate, Continuing Education and Executive Education courses, is located next to downtown Porto Alegre, a multicultural city that has given birth to great writers, intellectuals, artists and politicians who have made an indelible mark on Brazilian history. The campus is within easy access to major thoroughfares, shopping areas, parks and cultural and nightlife urban areas.



Academic Portfolio

ESPM offers a variety of Undergraduate, Graduate, Continuing Education and Executive Education degrees and courses across the various disciplines of Communication, Marketing and Business Management.

Undergraduate Programs

At the Undergraduate level, ESPM offers five Bachelor of Arts degrees in the following disciplines: Business Administration, Journalism, Graphic Design, Communication, and International Relations. All courses have strong emphasis in Marketing, which is a distinctive characteristic of the school.

The course breakdowns are as follows (disciplines, books, materials and case studies are available in English, depending on the program).

B.A. - Business Administration

The first full year of the Bachelor of Arts in Business Administration program consists of six to eight hours daily of instruction for all students, incorporating strengthening of Mathematics, Statistics and English (or another language for those already English proficient). In the second year, students are encouraged to spend as much time on campus as possible, taking advantage of its resources: Student-teacher mentoring, study groups, ESPM's Junior Company program and research projects. In the second half of the course, students will integrate the knowledge gained in the classroom with the experience in trainee programs at the best companies in their respective fields.

The program is designed to provide an ideal college environment all the while allowing students to come into contact with the business market itself. ESPM offers the strongest emphasis on Marketing in Finance, Logistics and International Business of any school in Latin America.



B.A. – Graphic Design

The Bachelor of Arts in Graphic Design incorporates training in Visual Communications with an emphasis in Marketing. Students will graduate with a well-rounded foundation in design and implementation of a wide-range of graphic design principles including but not limited to brand and visual identity systems, packaging, publishing (projects, books, magazines and newspapers), environmental graphics and digital design with emphasis on the Internet and 3D. With a focus on creation, planning and design management, the program provides extensive training to prepare students for a market that seeks professional, creative and enterprising talent proficient in both creating and managing projects.

ESPM's Bachelor of Arts in Graphic Design is distinguishable from other higher education design programs by its added emphasis on marketing, an element that heightens technical design expertise that allows for a wider vision on specific projects. This is achieved by coursework in Marketing and Management along with the possibility of inserting students into partnerships and exclusive design projects at ESPM and in society at large.

Today's contemporary designers must seek to develop entrepreneurial, teamwork and management skills with an objective of addressing aesthetic, socio-economic, cultural and environmental issues from a sustainable viewpoint. ESPM incorporates this vision into its design curriculum, proposing an educational path that fosters these ideas.

B.A. – Mass Media (Journalism)

The creation and structuring of ESPM's Bachelor of Arts in Mass Media (Journalism) were drawn from two sources: A thorough analysis of the best practices of the most famous journalism courses in Brazil; and with an ear to the main leaders and national companies that employ professional journalists such as news organizations, communication agencies and press offices.

Over time, the sole function of a journalist sitting in a newsroom has become a thing of the past. Today, journalists are required to be more flexible in a wider range of journalistic endeavors:

- Business news or media in general.
- Companies of all sizes in the areas of Communications Consultancy, Institutional or Corporate Communication.
- Integrated or specialized agencies of communication: Direct Marketing, Incentive Marketing, Communication and Events in the areas of planning, research and editorial.
- Government institutions and NGOs in the areas of Communication Management, Research and Communication with the final consumer.

ESPM's Journalism program takes all of these advancements into consideration, offering a more diverse program to prepare its graduates for a career in journalism that extends far beyond the reaches of the boundaries of a traditional newsroom.

B.A. – Mass Media (Social Communication and Advertising)

The Bachelor of Arts in Mass Media (Social Communication and Advertising; or, as it is more popularly known, Marketing and Advertising) draws students who aim for a career in Advertising, especially on the creative side. However, the program's academic scope is much broader, requiring deeper level of understanding of the disciplines involved.

Graduate Programs – Non-Degree

Executive MBA

The Executive M.B.A is a graduate program that aims to train professionals in leadership and application of knowledge in new and unfamiliar situations in order to further develop a conceptual understanding of relevant disciplines; and to adapt and innovate coping mechanisms for unforeseen events and managing complex and changing business environments. The program is aimed at executives with more than three years of experience in management positions or those involved in decision-making and team leadership; and professionals from various positions who are concerned about their employability by expanding their overall worth as a potential employee.

Executive Master's in Marketing

ESPM's Executive Master's in Marketing is designed to further expand the Marketing expertise of management-level executives or professionals with at least three years of professional experience from a conceptual, contextual, strategic and operational standpoint. Throughout the program, graduates will master the Marketing techniques necessary to navigate organizations of all shapes and sizes through complex environments and difficult transitions, culminating in a final project of a fully-realized Marketing plan drawn from newly-gained skills acquired in the course.

ESPM's Executive Master's in Marketing meets international standards and affords students a wide range of opportunities for professional development in the international arena. To that end, it is possible to earn elective credits in specific courses taught by ESPM's academic partners in their countries of origin. Currently,

Because our students graduate with a strong Marketing knowledge and a solid foundation in the main Communication tools (Advertising, Sales Promotion, Merchandising, Direct Communication, Direct Marketing, etc.), we refer the course by its informal name: Communication with the Business Market. It is the only course in Brazil that offers students a choice of specialization within the field, such as Brand Management, Products and Services, and Retail and Trade Marketing, among others.

ESPM was the first institute of higher learning in Brazil to introduce the Marketing and Advertising concepts and was the first institution in the country to offer a degree in Marketing (1970s). For over half a century, ESPM's Social Communication and Advertising program has remained the most innovative, comprehensive and respected in Brazil. The school is a pioneer in adapting new forms of communication into its curriculum and offers one of the most technologically-advanced infrastructures at the collegiate level in Latin America.

B.A. – International Relations

ESPM offers a Bachelor of Arts Degree in International Relations with an emphasis in Marketing, helping to prepare students for careers as corporate diplomats. By incorporating more specific business skills into their education - Business Administration, Marketing, Communications, Multicultural Management and Finance, for example – a corporate diplomat possesses skills that far exceed those of a diplomat in the traditional sense, allowing them to act as international strategists within a corporation.

A corporate diplomat may hold positions in sales and administration of multinational companies or those focused on foreign trade as well as small and medium enterprises wishing to expand their business prospects through exports. ESPM's International Relations program gives students the skills to develop marketing strategies in the international business environment, develop strategic planning for international marketing, manage financial markets and international brand management, manage communication with international markets, design, coordinate and implement corporate foreign policy, among others.

ESPM partners with Florida International University (FIU) in Miami, USA, and the Escuela de Alta Dirección y Administración (EADA) in Barcelona, Spain.

Graduate Specializations

ESPM's Graduate Specialization courses are targeted at professionals who want to improve or accelerate their careers in companies (public, private or nonprofit) by recycling or deepening their knowledge in a specific area of interest, combining pragmatism with the necessary contemporary practices of business management.

All Graduate Specialization programs require 360 hours of coursework as well as the presentation of a final project – a curriculum that enables students to apply the theories and concepts learned throughout the program and experience the composition of a project dedicated to their specialization.

The faculty is composed of academically qualified professionals (professors and doctorates) who specialized in cutting-edge educational techniques and who possess real-world business market experience.

This balance helps to give students a solid conceptual base, a critical view of reality and the ability to apply their education from the coursework into the business market. Graduate Specialization options include Journalism with an emphasis on Editorial Direction, Administration and Sports Marketing, Applied Sciences Consumption, Communication with the Business Market, Strategic Design Management in Business, Entertainment Business Management and Team Leadership and Project Management, among others.



Professor Philip Kotler's Lecture at ESPM

Graduate Programs – Degree

Master of Science in Communication and Consumer Practices

ESPM's Master of Science in Communication Practices and Consumer Practices is a master's degree program, focused on communication studies and media in its multiple interfaces with relation to consumption practices. The course is mainly geared towards people interested in research and academic studies of communication and consumption as cultural practices and processes.

Master of Science in International Management

ESPM's Master of Science in International Management is a master's degree, concentrating on the study, research and educational principles for future academics in this field.

The program focuses on Business Administration from an international perspective, covering the cultural differences between players from different countries, the international competitiveness of enterprises, management of multinational companies, the internationalization of enterprises, the institutional environments in which firms operate internationally and the expansion of administrative activities, such as planning, organization, control, leadership, innovation and entrepreneurship, into the international arena. It also includes the study of administrative functions (such as Marketing, Finance and Logistics) from an international perspective.

Continuing Education

ESPM offers a variety of Continuing Education opportunities for graduates and professionals seeking to further their education and employability.

Holiday Courses

ESPM's holiday courses offer students, entrepreneurs and professionals in communication, marketing and sales, among others, the opportunity to make the most of their spare time to further their education. Throughout the year, ESPM also offers one- and two-week-long Holiday Roadshow Courses, which take place in various additional cities in Brazil where ESPM has no formal presence, such as Recife, Fortaleza and Natal.

ESPM Center for Innovation and Creativity (CIC)

ESPM's Center for Innovation and Creativity offers courses in creation and innovation in several areas. The goal is to provide professional development and improvement as well as presenting the main trends in the Communication field. Courses range from one week to three months.

Miami Ad School (MAS/ESPM)

ESPM has teamed up with the Miami Ad School to offer courses for the advertising market. Creative programs are two-years in length and divided into quarters as is often seen in the academic calendar of some institutions in the United States. On the other hand, much shorter planning courses of three-months are also available. Programs rely on the presence of professionals from the best advertising agencies in Brazil, and also offer study abroad/executive exchange opportunities both in Brazil and also overseas.

School of Creative Development

ESPM's School of Creative Development offers dedicated as well as complimentary courses to its Continuing Education program. The school's mission is to provide both theoretical and practical supplement courses for students to explore and develop their potential in the areas of Communication, Design and Management from a creativity and innovation perspective. These segments are explored through programs focusing on emerging market issues. Additionally, the School of Creative Development strives to employ top current market professionals, both regional and national, as professors to help students between the relatively staid academic environment and the reality in the real-world labor market. Examples of this unique relationship between ESPM and the market include executives from Nike, Sundown, Grupo Pão de Açúcar, Fox Channel - Latin America, Olympikus, Levi's and Orloff.

Center for Image and Sound (NIS)

ESPM's Center for Image and Sound offers specialized one-to three-month courses open to the general public in the fields of music, sound design, radio and television, photography and arts.

Extension (Intensive / Advanced)

Varying in duration from one to six months, ESPM's Extension courses are designed to offer individuals an opportunity to expand their personal knowledge and/or improve their on-the-job skills. Topics covered include ESPM's core areas as well as new trends in Communication, Marketing and Business Management.

Executive Education

ESPM's corporate Executive Education programs are tailor-made with the individual corporation in mind, according to the respective culture, needs, expectations and profiles of the professionals who will be participating in the program. After an initial briefing, ESPM will prepare a formal proposal whose contents and methodologies will then be massaged until the proposed objectives are consistent with the perceived need of the corporation/client.

The programs are developed within ESPM's curriculum, such as Business Management, Marketing, Sales and Communication, and can be arranged in Portuguese, English or Spanish, on location in any city in Brazil or abroad. Additionally, ESPM's facilities, equipment and support personnel in São Paulo, Rio de Janeiro and Porto Alegre are made available at no additional cost.

Support Units

ESPM maintains essential relationships with a number of support units that are fundamental to the continuing development of our student body and their academic growth both inside and outside of the classroom. These opportunities range from internship placement within some of the most viable companies in Brazil to job placement and beyond.

Arenas ESPM

The Arenas ESPM acts as a real-world laboratory that affords students of Advertising and Design the opportunity to develop their skills in key departments of an advertising agency: Care, Planning and Building. Arenas ESPM maintains a mutually beneficial relationship with a number of clients around Brazil, whom have turned to the student body of ESPM for its expertise and talent. Successful campaigns have been carried out for numerous clients, including the São Paulo Fire Department, Pró-Sangue Foundation, São Paulo Transit Authority (CET), Aiesec, Master of Science ESPM and ESPM Jr.

ESPM Jr.

ESPM Jr. is a consulting company formed by students of Business Administration, Design, Advertising and International Relations. For over 15 years, the company has conducted consulting projects in management, marketing and communications for companies of all sizes, including multinational companies such as Nestlé, Motorola and Ericsson, among others.

Design Lab

The Design Lab functions exclusively within the school of Design and provides a unique opportunity for students to gain in-the-field experience developing projects for external clients. A team of experienced professors and outside clients oversees the laboratory.

ESPM Library

Boasting the largest collection of Advertising and Marketing works in the country, the ESPM Library System (SBE) features an extensive archive of books, dissertations, monographs, reference works, specialized videos, CD and DVD collections, multimedia works, national and foreign periodicals, newspaper archives and an electronic database in ESPM's areas of expertise. The wide-ranging collection also extends to the areas of Management, Design and International Relations.

The ESPM Library is organized within an Integrated Central Library System – A supervising body that coordinates the activities of the system, collecting, collating and disseminating all the intellectual property and overseeing technical procedures and providing support to four secondary units: The Graduate School Library, the Campinas Library, the Rio de Janeiro Library and the Porto Alegre Library. The ESPM Library's central goal is to manage knowledge and culture while facilitating access through informal resources and technological innovations, contributing to the overall quality of education and research.

Mário Chamie Cultural Institute

ESPM's Cultural Institute is a center that collects, organizes, stores and revitalizes an array of documents and general material that serve as sources of research in the field of Marketing; as well as material with historical and cultural ties to the areas of Communication, Advertising and Marketing. The Institute's main goal is to promote research, produce and promote activities and services that consolidate an array of technical knowledge as a culturally useful tool for improving new educational techniques for students and professors. Via the services, products and activities offered, the Institute aims to become the fundamental go-to tool for the professional development of anyone interested in Marketing and Advertising.

ESPM Library



Photography Center

ESPM-Sul's Photography Center promotes and coordinates the programs and activities of the Photography Studio, Digital Lab, Photography Research Center and Photo Gallery. All of the coursework for ESPM-Sul's Undergraduate, Graduate, and Continuing Education photography classes as well as the Center for Creative Development and the Photo Club are all drawn from this unique integration of visual forces within the this Center. Highlights of the Center include over 100 m sq of floor space and 7m-high ceilings in the Photography Studio, which also boasts a retractable roof that allows students to take full advantage of natural light; high-performance computers and monitors specially designed for the manipulation of advanced digital photographs in the Digital Lab; and a permanent gallery to showcase the skills and talent of ESPM students for fellow students, staff and visitors alike.

Aiesec

The world's largest youth-run organization is present in 110 countries and territories, including Brazil and ESPM. AIESEC offers the opportunity to take part in international internships, experience leadership and participate in a global learning environment, all of which come together to meet AIESEC's overall focus of providing a platform for youth leadership development. Some 60,000 members worldwide spearhead AIESEC's unique, youth-driven impactful experience. Each year, the organization offers more than 5,500 members a challenging opportunity to live and work in a foreign country in areas of management, technology, education and social development.

Social ESPM

Social ESPM is a nonprofit institution founded in 2001 by students and faculty of ESPM São Paulo. The institution's main objective is to encourage students to utilize the knowledge gained in the classroom and apply it towards the social development of Brazil. ESPM is dedicated to the social development of the country as a whole and Social ESPM is one way the institution develops its social responsibilities.

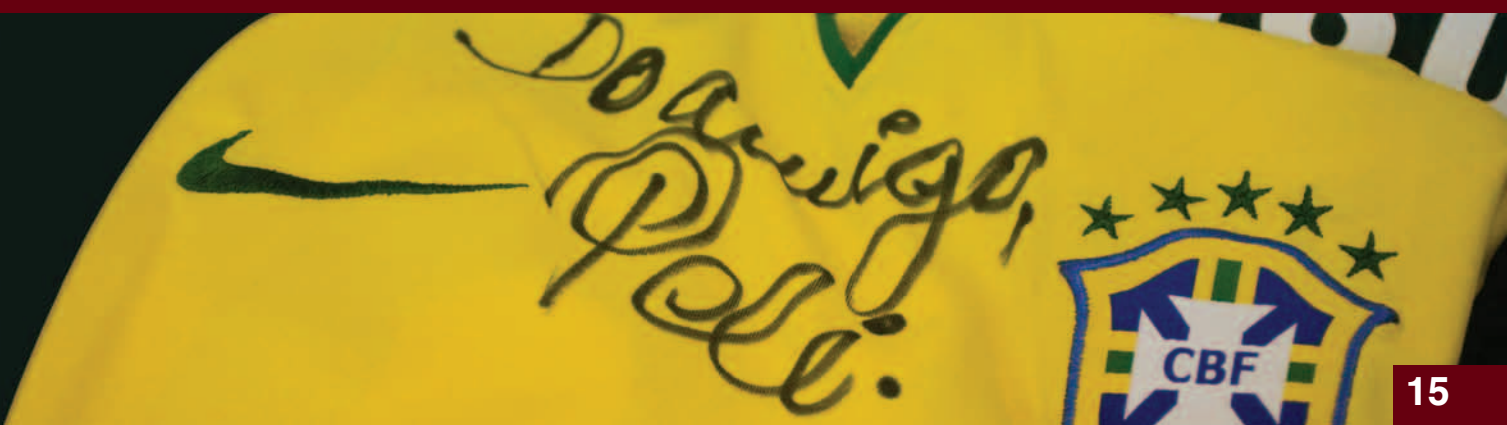
Cintegra

ESPM works extremely closely with corporations in the market in order to facilitate job placement of its students and graduates. Cintegra is the institution department responsible for connecting future professionals with opportunities for internships, trainee programs and full-time positions; as well as helping to manage expectations and challenges relating to the job market. Cintegra works exclusively with students and alumni with undergraduate degrees and acts as a stepping stone for students into the business market.

These opportunities are advertised through the ESPM Canal, an online tool that facilitates contact between companies that are looking to fill professional positions with students and alumni of ESPM; those seeking job placement; and other tips and reports on job fairs and Human Resource events for job market placement and recruiting.

ESPM maintains active and healthy relationships with the largest and most important companies and multinational corporations in Brazil. Through the work of Cintegra, ESPM boasts an impressive employability rate of up to 90% and above depending on the degree (according to internal audits), and has regularly placed students in corporations such as Coca-Cola, Unilever, GE, Johnson & Johnson, Fundação Bradesco, Embraer, Nestlé, Volkswagen, Toyota, Vivo, among others.

Charitable Auction Organized by ESPM Social Students - T-shirt Donated by Pelé



Other activities of Cintegra include:

ESPM Career: A service that assists graduate students in career guidance and development, overseen by professionals from the job market. It is a two-way Counseling Program through individual mentoring programs and group discussions.

Business Meeting: Every semester, ESPM offers its student body the ability to make direct contact with corporate representatives by hosting a seminar between the two. In addition to offering students the opportunity of direct contact with large companies who meet with students on campus and present their internship and trainee programs, the ESPM Business Meeting is a great rolodex-building event and also gives corporate representatives the chance to meet and greet the student body for future job-related opportunities.

Prove: A program in which professors invite market professionals on an individual basis according to their respective disciplines, allowing for the convergence of theory and practice in the classroom.

Centers for Specialized Studies

ESPM's Centers for Specialized Studies are nuclei composed of faculty members, students, researchers and professionals who work together to design general interest and specific courses, symposia and studies. The subject matter is designed with total freedom and autonomy, allowing these groups to become a creative and innovative source of knowledge.

Group for Family-Run Businesses and Corporate Governance

Focuses on family-run businesses. Its curriculum subject matters include courses on the challenges of a family-run business; for young entrepreneurs and new generations of heirs; and for training of advisors to family-run businesses.

Group for Retail Studies

This group has developed a retail lab in São Paulo, which analyzes consumer behavior. It also offers an e-commerce course, an automobile dealership management course and an intensive retail course in addition to a program for managing categories.

Group for Health Management Studies

The increase in Brazilian life expectancy, technological advances in equipment and new materials, the population's limited access to these technologies and constantly rising healthcare costs are some of the issues and challenges surrounding Brazilian healthcare. This group's principal goal is to analyze and develop solutions surrounding the country's health management.

Group for Sports-Related Business

Develops studies, research projects, consulting and other activities to train a new generation of professional managers of sports organizations.

Group for Consumer Sciences

Develops innovative approaches to the study of consumer and purchasing behavior from a psychological, sociological and economic perspectives.

Group for Agribusiness

Focuses on marketing strategies and business models for the agricultural sector by adding value and establishing new initiatives in this field.

Group for Entertainment Studies

In the planning stages in early 2011, this group will organize special events and a graduate course aimed at generating entertainment-related knowledge.

Group for Packaging Studies

Devoted to the study of packaging solutions, materials and post-consumption processes and disposal.

Group for High-Tech Marketing Studies

Its mission is to provide greater depth to research projects in this segment by bridging the gap between the corporate and the academic worlds.

Group for HR Studies

Devoted to analyzing different strategies employed by businesses in managing, maintaining and developing talents.

Group for Studies and Research in International Relations – NEPRI

Specializes in the development of research projects, courses, conferences and seminars in the area of international relations, for both undergraduate and graduate faculty and students. The NEPRI consists of faculty members and researchers investigating and discussing issues within the group's three research areas: Foreign Relations, International Institutions, Conflicts and Negotiations; and International Business and Economy.

EXPM I Alumni ESPM

ESPM's alumni association, EXPM I Alumni ESPM, was founded in 2000 to create a social and professional network between students, faculty and alumni, helping to consolidate the ever-expanding global web of the modern market. Today, the association boasts nearly 30,000 members in many countries, all of whom work together to integrate faculty, alumni and professionals of ESPM São Paulo, ESPM Rio de Janeiro and ESPM Sul to build a community of knowledge and relationships that promotes academic, cultural and professional diversity; and contributes to the development of socially responsible citizens.

"At ESPM, I had the opportunity to participate in such diverse entities as the Athletic Association and the Jr. Company. It broadened my horizons and opened my mind to different cultures and obviously helped me to better understand cultural differences – a definitive precursor to my international position. The brand vision and business college was instrumental in defining my career path and passion for branding as a basis for business." - Tatiana Gatto, Regional Business Manager (Southern District), KitchenAid - Whirlpool Chile.

"The excellence of ESPM's expansive network added incalculable value in my development as an executive. At ESPM, everything is more intense and that intensity naturally carries over with us into the market." - Guilherme Wroclawski, Co-Founder, SaveMe (www.saveme.com.br), one of Latin America's biggest aggregator commercial web portals.

"You have to leave your comfort zone - the challenges generated by a multidisciplinary faculty such as ESPM expands a student's vision, instigates creativity and encourages students to think outside the box." - Heitor Chaves, Co-Founder, SaveMe (www.saveme.com.br), one of Latin America's biggest aggregator commercial web portals.

Tatiana Gatto



Guilherme (on the left) and Heitor (on the right)



Knowledge Development

ESPM Center for Advanced Studies (CAEPM)

The ESPM Center for Advanced Studies aims to promote the pursuit of knowledge geared toward innovation. It integrates both theoretical and practical knowledge with the pursuit of ethical relationships to enrich the market, academia and society.

What We Do

CAEPM conducts studies that focus on the areas of Communication, Management, Consumption and Design divided into two segments:

- Production of Knowledge (advanced research and state-of-the art production).
- Dissemination of Knowledge (events, guest lecturers and publications).

History

CAEPM's roots date back to 2005 when the Center for Advanced Studies in Advertising and Marketing was established to promote the pursuit and dissemination of knowledge geared toward innovation in the areas of Consumption, Management and Communication. In 2005, ESPM embarked on a period of growth with an emphasis on dialogue between other sectors of the institution, the formulation of shared principles and action plans. A year later, an experimental phase commenced, leading to the implementation of defined procedures for the activities of production and dissemination of knowledge. In 2008, due to the expansion of areas of operation, CAEPM became the ESPM Center for Advanced Studies.

ESPM Center for Case Studies

The pioneering ESPM Center for Case Studies specializes in the stimulation and production of research through the Case Study Method with an objective of utilizing this method as a tool for teaching and learning in Undergraduate and Graduate levels on a case-by-case basis for each level and subject in Management, Communication, Design and International Relations.

Since 1999, the ESPM Center for Case Studies has become a source of reference for academic and professional communities throughout Brazil. ESPM professors and researchers as well as other institutes of higher learning compile 40 to 50 new studies each year, helping to offer students a better understanding of the challenges faced by companies as well as recreate and anticipate the main problems faced by executives in today's business market.

Photography Studio





Publications

ESPM Magazine

Published since 1994 and with a circulation over 16,000, ESPM Magazine reports on a variety of issues related to communication and business. Since 2002, each issue is built around a central theme, including an interview with a prominent business leader, features and analytical articles on the business world.

Communication, Media and Consumption Magazine

The quarterly research journal of ESPM São Paulo's Research Center for Masters of Communication and Consumption Practices, featuring themed dossiers and articles by both domestic and international scholars as well as researchers in communication and reviews of new published findings in relevant academic fields.

Internext

The online magazine of International Business at ESPM, Internext is published biannually and aims to give priority to the dissemination of research and reflection in the area of International Business, creating a unique space for this field in Brazil.

Blog ESPM+

The Blog ESPM+ is ESPM's outlet for covering the institution's extra-curricular activities. Coverage includes events, interviews, and articles as well as video and audio clips with special guests.

Blog ESPM+ is an interactive space for students facilitated by online commentary and social networking.

Global Outreach

In the 60 years since its foundation, ESPM has always prioritized building concrete relationships with a number of institutions abroad and is ever-increasing its emphasis on global partnerships and student exchanges today. This international trade of knowledge, ideas, language and culture is an essential educational tool as globalization and Brazil's emerging market continue to make inroads into the everyday life of doing business.

ESPM offers Undergraduate student exchange programs that both host foreign students as well as send our students abroad. The institution works in partnership with some of the most respected business and communication universities in the world, including: Universidad Nebrija, Madrid, Spain; Université de Cergy-Pontoise, Paris, France; Instituto de Artes Visuais, Design e Marketing (IADE), Lisbon, Portugal; Universidade de Coimbra, Coimbra, Portugal; University of Westminster, London, England; IULM Università, Milan, Italy; McGill University, Montreal, Canada; Universidad del Pacífico, Santiago, Chile; Miami Ad School, Miami, United States; Babson College, Boston, United States; École Intuit/Lab, Paris, France; Instituto Português de Administração e Marketing (IPAM), Lisbon, Portugal; SIU – Schiller International University, Largo, United States as well as Madrid, Paris, Heidelberg and London; UIR – University of International Relations, Beijing, China and Waseda University, Tokyo, Japan.

ESPM's Executive MBA is designed to allow students to earn credits abroad as well. The range of participating institutions includes the University of California-Riverside (UCR), Riverside, United States; Universidad Nebrija, Madrid and Escuela de Alta Dirección Y Administración (EADA), Barcelona, both in Spain; Florida International University, Miami, United States and Institut Supérieur de Marketing du Luxe, Paris, France. These programs also allow students to obtain dual degrees.

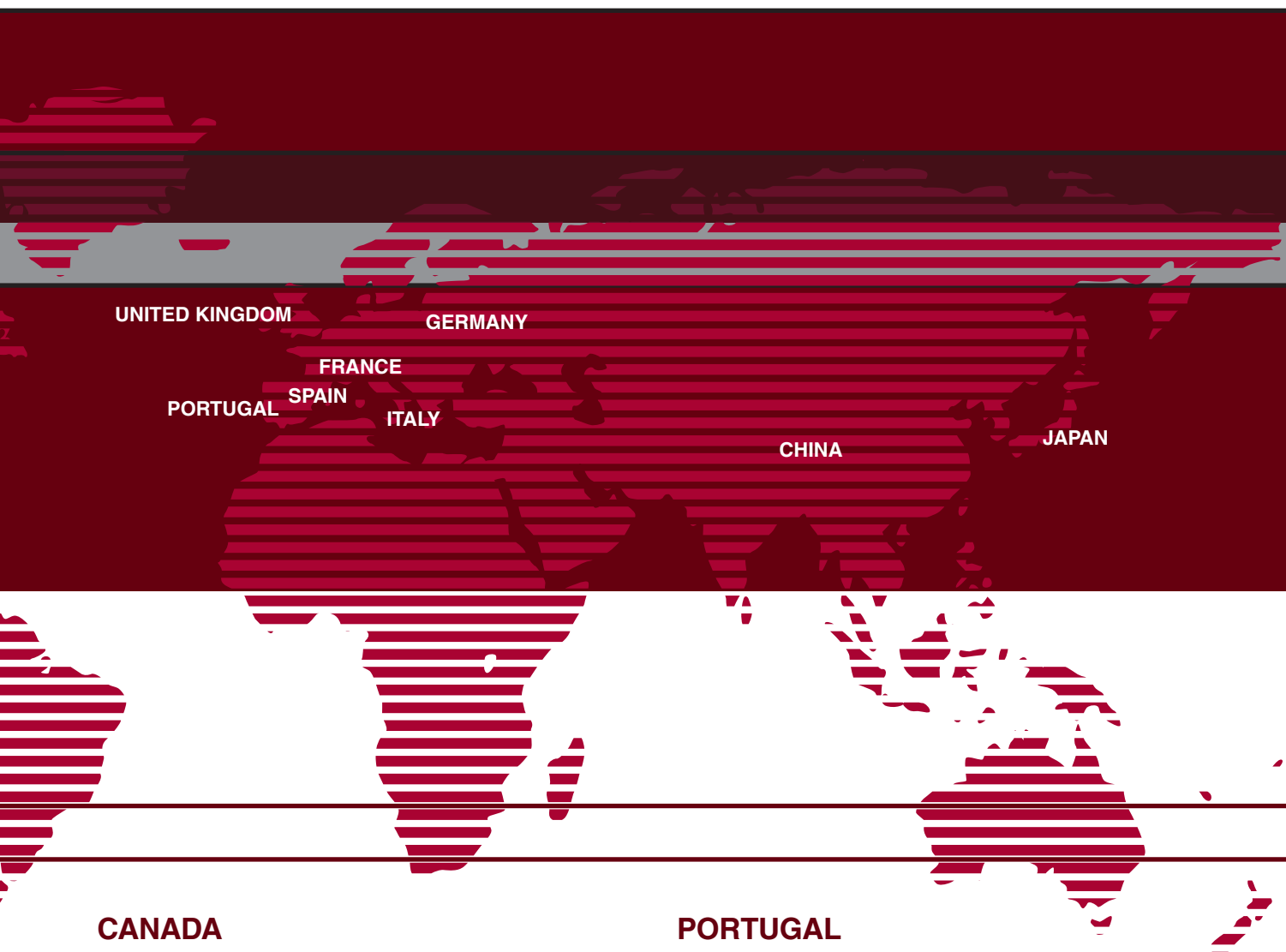
This international experience has earned the São Paulo campus two accreditations, national and international. The former was granted by ANAMBA, the National MBA Association, an entity whose mission is to contribute to the quality of MBA programs in Brazil, in addition to keeping the public informed as to the quality of the different programs offered. The Executive MBA Council, an agency that furthers worldwide advancement of executive education, awarded the latter.

ESPM is a member of the Forum of Brazilian Universities for Foreign Affairs (FAUBAI) and a participant in the Latin American Council of Management Schools (CLADEA).

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