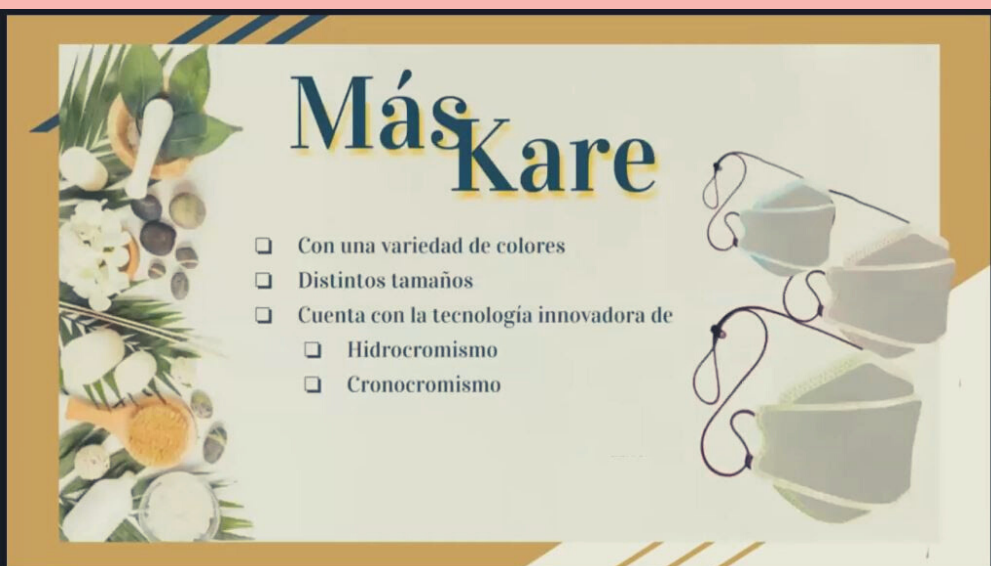


The official Infinite Spur newsletter



FINAL PROJECTS OF THE INTERNATIONAL MARKETING COURSE

Last March 25th, we celebrated the closing of our International Marketing program. During the session, students had the opportunity to present the results of their collaborative projects in front of a virtual audience of students and faculty from Spain and Puerto Rico. Both projects, MasKare and IMask, offered innovative and sustainable solutions for an accessory that has been on everyone's mouth lately: face masks.



CONTENTS OF THIS EDITION

CARLA MATO

Carla Mato, an expert journalist, specialized in Social Media and Digital Marketing, talked to our students about the importance of these media in any company's marketing strategy. In her talk, in addition to his experience, she shared different examples of successful campaigns from different fashion and lifestyle brands.

STUDENTS MEET THE WORLD

"Students Meet the World" is an English conversation program that we have developed in collaboration with Clarion University in the United States and Al Hussein Technical University in Jordan.

The goal is to bring together students from different parts of the world, provide them with a virtual space to get together, discuss their interests, get to know different cultures, and practice their English. You can join the program in our website, it is free!

HACU

Last March 24th, we participated in the first virtual meeting of the International Working Group coordinated by HACU. Together with ten universities from different countries, Infinite Spur will join in a series of discussions on the future of study abroad. If you want to join us, send a message to lourdes.bird@hacu.net

BLOG

This past month we published two posts on our blog, "The Impact of Technology on Culture" and "Women Who Made History in the World of Technology." Both are very interesting and explore some of the hottest contemporary issues. We invite you to read them and share them with your friends.

IN APRIL...

These are some of the activities that will begin in April:

- The second meeting of the HACU International Working Group
- The Fashion, Design, and Culture will begin on April 5th
- Professional Training Program: Leadership for the Future Webinar

A portrait of Luisa Walliser, a woman with curly brown hair, smiling. She is wearing a dark turtleneck. The background shows an outdoor setting with buildings and a clear sky.

Luisa Walliser

INTERVIEW WITH LUISA WALLISER

This month, we have enjoyed talking to our professor Luisa Walliser, architect, and professor at the King Juan Carlos University; she is also responsible for the Design Thinking Workshops in our International Marketing Program.

During the interview, Luisa shared her experience as an architect and her work with national and international firms and shared her insights about the role of women in the world of architecture and technology. She also talked about her experience as a university professor and shared with us her latest research projects that focus on integrating the different virtual technologies and the humanities as part of the Cinter project.

If you want to see the full interview, visit our YouTube channel

A graphic with a dark blue background featuring a stylized globe and glowing blue lines. The text 'STUDENTS MEET THE WORLD' is written in large, white, bold, sans-serif capital letters with a blue outline.

STUDENTS MEET THE WORLD