

The official Infinite Spur newsletter



INTERNATIONAL MARKETING

Understanding
marketing principles in the context of
international business and global
marketing management

MARKETING AND FASHION PROGRAM

Last February 1st, the II International Marketing and Fashion program that we run in collaboration with the Pontificia Universidad Católica de Puerto Rico took off.

This program includes two courses: International Marketing and Fashion, Design, and Culture, and it brings together students from both countries.

Students started learning about the basic principles of marketing, such as Marketing Mix or market research. The group also started working on the collaborative virtual business challenge they resolve in the Design Thinking Workshop.



FASHION. DESIGN & CULTURE

Quick view
of the different key moments of western
culture. Appreciate and differentiate
each one of them and their artistic and
aesthetic manifestations.

INTERVIEW WITH CARMEN MORENTE

This month we had the pleasure of having Carmen Morente virtually visiting with us. Carmen is a flamenco dancer and instructor, but more than that, she is an excellent professional and a passionate expert on the flamenco culture. We were able to talk with her about the roots of the flamenco culture, its terminology, rhythm, dance, and music.

She explained the relevance of the flamenco dress, the colors, and the different accessories that go with it. She also shared with us the impact of the pandemic on the world of flamenco.

CARNIVALS

This year we have not been able to celebrate Carnivals, one of the most popular and expected fiestas in many cities in Spain. However, to keep the festive spirit alive in these pandemic times, some cities offered collaborative activities such as picture shows or contests to choose the best comparsas of recent years.

BLOG

This month we share with you three articles on our blog: "4 movies about entrepreneurs that you shouldn't miss", "Interview with Carmen Morente" and "Digital marketing trends in 2021"

IN MARCH...

We want to share with you some projects and activities we are working on.

- Interviews outstanding women from different areas of expertise, such as technology, science, art, or design
- HACU working group
- Student Meet the World (International Conversation Exchange Program)



LANGUAGE CERT USAL ESPRO

As many of you are starting to prepare for your professional future, you must consider brushing up your Spanish before setting up your first job interviews. Remember that Spanish is by far the most in-demand language for US employers. You can still catch up, reach the level you need, and get your official LANGUAGE CERT USAL es Pro before summer.

We can help you in several ways, with our custom virtual Spanish classes, by inviting you to participate in our virtual conversation exchanges, or by helping you prepare for your language diploma. You can also take your language test with us.

LANGUAGE CERT USAL esPro, is the only virtual Spanish language exam that allows you to take the test anytime you want to form your home. It is an official test developed by the Universidad de Salamanca; it's new, affordable, and convenient! If you want more information, please contact us!

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