

GAIAS

EUROPA

by  USFQ

Study Abroad
Program

TAKE CLASSES IN
VALENCIA!

GLOBAL DIGITAL MARKETING PROGRAM



ABOUT UNIVERSIDAD SAN FRANCISCO DE QUITO

The Universidad San Francisco de Quito (USFQ) is a private, non-profit institution of higher education located in Quito. It is considered the number 1 university in Ecuador according to some rankings such as QS or Times Higher Education.

History and foundation:

Founded on September 1, 1988, USFQ has stood out for its focus on Liberal Arts, which implies that it offers a comprehensive education, that fosters the critical thinking, creativity, and multidisciplinary training following the educational model of some of the most prestigious universities in the United States.

Mission and values:

USFQ's mission is to offer a high quality education that promotes the integral development of its students, training them not only in their specific fields of study, but also as global citizens with a strong sense of ethics and social responsibility.

Academic fields:

USFQ offers a wide range of undergraduate and graduate programs in different fields, including:

- Engineering
- Business Administration and Economics
- Natural and Environmental Sciences
- Health Sciences
- Arts and Humanities
- Social Sciences

Research and transfer:

USFQ is recognized for its strong emphasis on biodiversity and sustainability research. The university has developed different research centers, including the Galapagos Science Center and Tiputini Research Station in the Amazon, which allows students and faculty to participate in cutting-edge research programs.



56

undergraduate degrees



+10.000

students



+30.000

alumni



+800

professors



+150

international teachers from 32 different countries



+500

administration and personnel services



+7.500

scientific contribution



+200

agreements with universities around the world



Scientific Station in Galapagos



Scientific Station in the Amazon



Best university in the country according to Times Higher Education



+1.000

international students per year

ABOUT GAIAS EUROPA



WHAT DOES GAIAS EUROPA REPRESENT?

GAIAS Europa - Global Academic Institute for the Arts and Sciences and Sciences, was founded in 2023 in Valencia, Spain, as a reference center based on transfer of knowledge through education, business education, business relations and research.



GAIAS Europa is the academic HUB of the Universidad San Francisco de Quito in Valencia. It represents a knowledge transfer bridge between Europe, Latin America, and the US.

GAIAS Europa focuses on the development of projects based on:

Higher education:

- Development of academic programs for national and international students in collaboration with local universities, contributing to their internationalization.

Innovation and entrepreneurship:

- Development of projects with companies in Latin America and the United States linked to the business network of the Valencian Community.
- Support for strengthening the resources and capabilities of companies to improve their competitiveness through innovation.

Technology and sustainability:

- Development of sustainability-based projects with universities and research centers in Europe.

OUR MODEL BASED ON EXPERIENCES



+7

Nationalities in GAIAS Europa community



+650

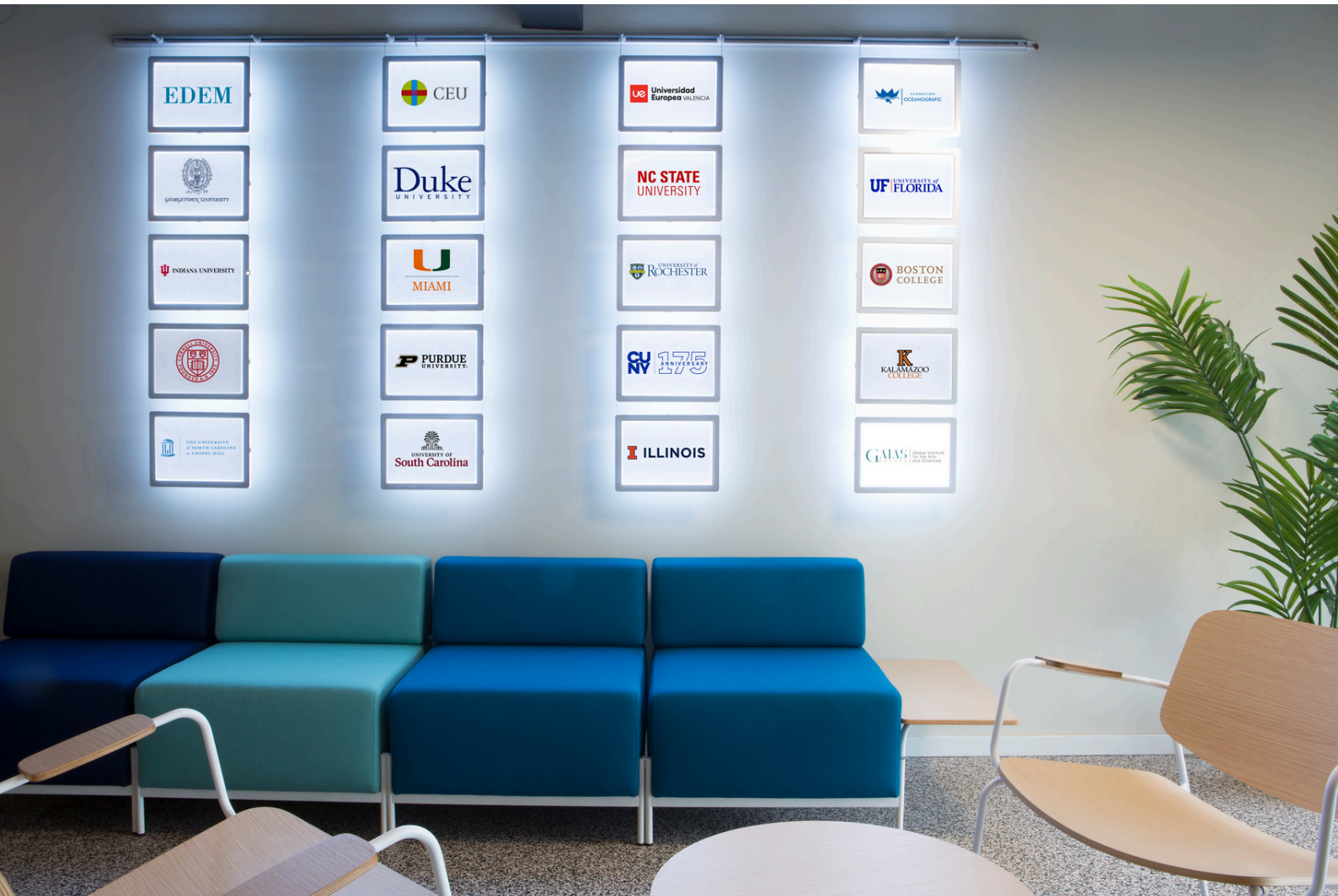
Students have lived the GAIAS Europa experience



Various integration and recreation activities

SOME OF OUR GLOBAL STRATEGIC ALLIES

The Universidad San Francisco de Quito has collaboration agreements with more than 200 universities worldwide.



Every year, the USFQ receives around 1000 international students at its campuses in Ecuador, most of them coming from North American and European universities.

DISCOVER VALENCIA!



WHY VALENCIA?

Studying a GAIAS Europa program in Valencia offers a unique and enriching experience that goes beyond academics. Choosing this city as a destination not only guarantees a quality education, but also an opportunity for personal development in a multicultural environment full of possibilities.

- **Privileged location:**

Valencia is a vibrant city with a Mediterranean climate, beaches, and a rich cultural history that provides an ideal environment to live and study.

- **Multicultural environment:**

Studying at GAIAS Europa offers an international experience with students from all over the world, promoting cultural exchange and global connections.

- **Academic Excellence:**

Our programs are designed with an innovative and practical approach, with access to an expert faculty and high-quality academic resources.

- **Networking opportunities:**

Located in one of the most important cities in Spain, GAIAS Europa provides students with access to professional networks and career opportunities both locally and internationally.

- **Student support:**

We offer a strong focus on student welfare, with academic and personal support services that ensure a complete and rewarding educational experience.

STUDENT SERVICES

GAIAS Europa has a dedicated department focused on supporting students. The Student Services team offers cultural, social, emotional and administrative support promoting the well-being of our student community.

Our GAIAS team is committed to assisting international students, ensuring that their adaptation process is smooth and welcoming by providing support before, during and after the program.

We daily promote our values of Freedom, Truth, Goodness and Beauty with our community.





MEET OUR TEAM

At GAIAS Europa we carefully select our national and international tutors and teachers ensuring the best international experience both academically and culturally.

Rafael Jordà



GAIAS Europa Director

Andrea Peñaherrera



Director of Academic and Student Services

Marta Mayordomo



Academic programs Specialist

Elena Martínez



Student Services

Estefanía Guerrero



GAIAS Europa team - Quito

Camila Estrella



GAIAS Europa team - Quito

GLOBAL DIGITAL MARKETING PROGRAM



PROGRAM INFORMATION

The Minor in Global Digital Marketing - Valencia, combines training in digital strategies with an international experience, allowing students to explore how marketing adapts to different cultures and markets. Through specialized courses and immersion activities, participants develop a global vision of the digital environment and strengthen their ability to adapt to an interconnected business world.

CONTENTS

This program offers innovative content on applied digital marketing, customer experience, social media, digital analytics and team leadership. Through projects and international case studies, they will learn to design effective digital strategies and to lead multicultural teams in digital environments.



Do you have the ambition to make your mark in the world of digital marketing? This program is specially designed for students who dream of transcend in the digital realm. Get ready to master the strategies, tools and trends in digital marketing. In Valencia, Spain, you will live a unique experience that combines theoretical learning with real practice, visiting digital marketing agencies and developing key skills in strategic communication. This is your moment to learn how to connect with diverse audiences, build strong brands and stand out in a digital marketplace that is as challenging as it is exciting.



Global Digital Marketing

Dive into the world of digital marketing with a unique international approach. This **Minor in Global Digital Marketing** in Valencia combines training in cutting-edge digital strategies with an immersive experience in one of the most dynamic markets in Europe. Through specialized courses, applied projects and culturally immersive activities, you'll explore how brands adapt their strategies to different audiences and global contexts.

What classes can you take?

ECTS	CLASSES	CODE
3	CUSTOMER EXPERIENCE	MAK 4048
3	SOCIAL MEDIA MARKETING	MAK 4081
3	TEAM LEADERSHIP	ADM 3090
3	APPLIED DIGITAL MARKETING	MAK 3090
3	GAIAS EUROPA PROGRAM OFFER	

Develop a strategic vision of the digital environment, expand your adaptability in an interconnected business world and acquire key skills to stand out in a competitive job market. Explore digital marketing from a global perspective and get ready to boost your career!

During the program, you will visit companies such as:

- Zeus
- Sesame
- Keynote Speech by a Spanish Influencer.

*The Program Management reserves the right to make the appropriate modifications to update the content of the program.



CLASS OFFERINGS

- Classes will be opened with a minimum of 12 students and a maximum of 20 students.
- Places will be assigned according to the order of application and payments made until the quota is filled.
- Additionally, if you want to live a unique experience you can learn and practice water sports in the Mediterranean. For an additional cost, the value includes all material and equipment rental for paddle surfing, surfing, windsurfing and other water activities with accredited instructors. This credit does not have access to scholarships or financial assistance.



ACTIVITIES

- Oceanogràfic
- Valencia City Tour
- Museum



STEPS TO APPLY TO THE PROGRAM

- 1** Be admitted and enrolled at USFQ. Have a GPA of at least 3.00/4.00.
- 2** Complete the registration process for the program at GAIAS Europe.
- 3** Check the value of the program.
- 4** Once accepted, arrange the necessary documentation for travel and visa application.
- 5** Enjoy a unique academic experience in Europe.

Advantages of the Valencia study abroad program



Live an international international experience



Get to know the world



Open your mind



To mature as a person

IMPORTANT

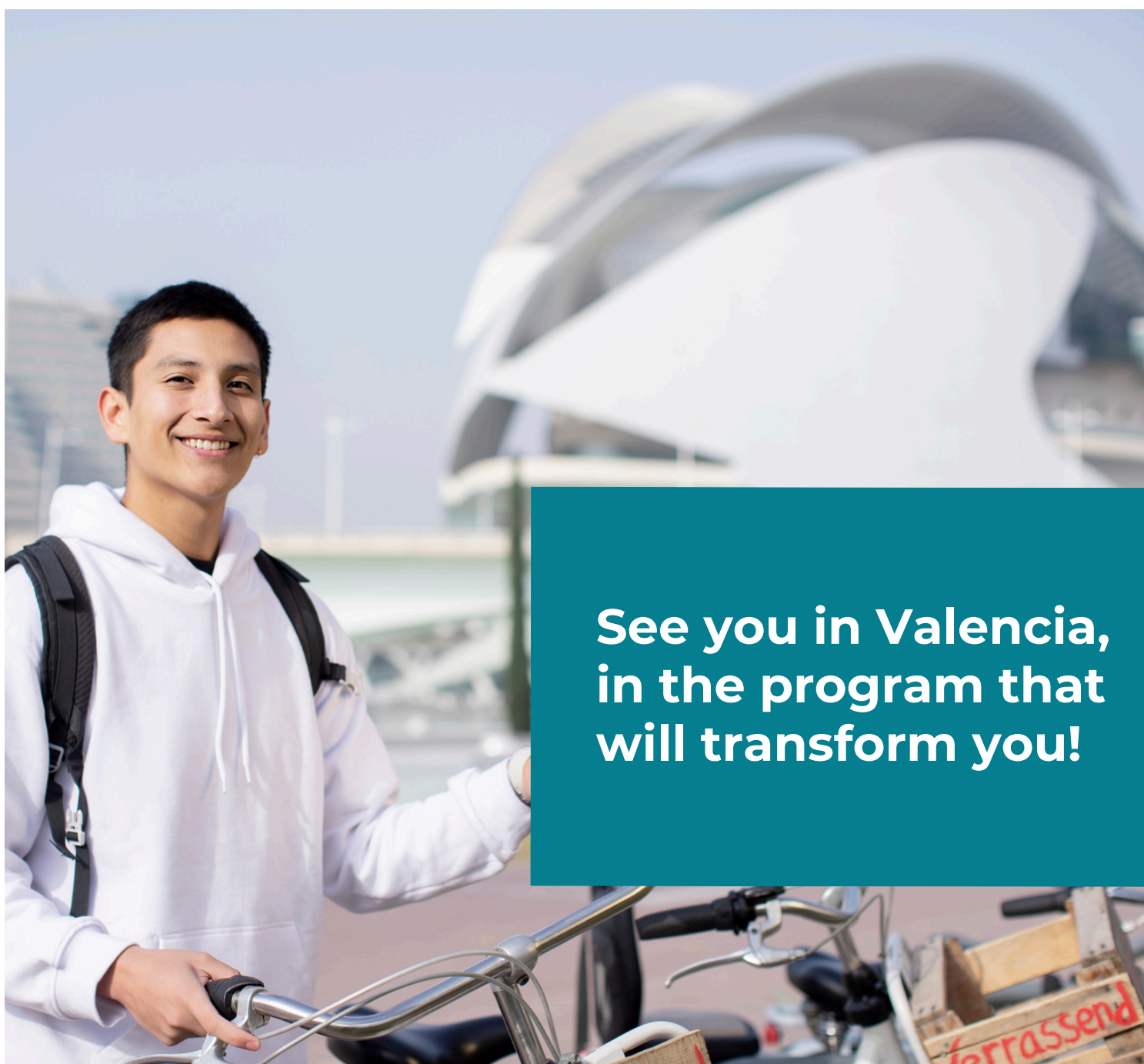
Make the registration payment to reserve your place.

Check the application deadlines with GAIAS Europe.

To apply for the program you need to have a type D study visa.

Visit our website:
www.gaiaseuropa.com

GAIAS Europa address:
[www.maps.app.goo.gl/
prkbSCGabW2fEPpG7](https://www.maps.app.goo.gl/prkbSCGabW2fEPpG7)



**See you in Valencia,
in the program that
will transform you!**

GAIAS EUROPA



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