

FACT SHEET

I. General Information

Institution	Associação Escola Superior de Propaganda e Marketing (ESPM)
Website	http://www2.espm.br/english / http://international.espm.br/
Campuses	Rio de Janeiro: Rua do Rosário, 90 ZIP CODE 20041-002 Rio de Janeiro, RJ Brazil Tel. +55 (21) 2216-2002
	São Paulo: Rua Dr. Álvaro Alvim, 123 ZIP CODE 04018-010 São Paulo, SP Brazil Tel. +55 (11) 5085-4600
	Sul: Rua Guilherme Schell, 350 ZIP CODE 90640-040 Porto Alegre, RS Brazil Tel. +55 (51) 3218-1300

II. Contact Information

Mailing address	International Office: Rua Dr. Álvaro Alvim, 123 ZIP CODE 04018-010 São Paulo, SP Brazil
Head of International Office	Mr. Rodrigo Cintra, Ph.D .
International Office Team:	Supervisor / Team leader: Ms. Michele Correa Lima Leal michele@espm.br Tel. +55 (11) 5085-6699
	Incoming students: Mr. Eddie Barbosa incoming@espm.br Tel. +55 (11) 5085-6654
	Outgoing students: Ms. Cecilia Souza intercambios-sp@espm.br Tel. +55 (11) 5085- 6716
	General Information: internationaloffice@espm.br

III. Application

Apply online	Students will be able to complete their application form: http://sistemas.espm.br/internacional/internacional.aspx
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Required Documents	<ul style="list-style-type: none"> • Copy of photo page and stamped pages of passport; • Personal Photo (passport size; jpg); • Official transcript • Certificate of enrollment form home university • Health insurance • Student Visa
Language Requirements	<p>Students enrolling in courses taught in Portuguese must present a CELPE-BRAS B2 Level Certificate (http://portal.mec.gov.br/celpe-bras/celpe-bras)</p> <p>Students enrolling in courses taught in English must present a English B2 Level Certificate</p>
Deadline	<p>1st Semester (February to June) Nomination and Application: October 30th</p> <p>2nd Semester (August to December) Nomination and Application: May 30th</p>

IV. Courses

Undergraduate Programs	<p>Advertising and Marketing Communication (All campuses)</p> <p>Business Administration (All campuses)</p> <p>Design (All campuses)</p> <p>Fashion Design (Porto Alegre only)</p> <p>Film and Media Studies (Rio de Janeiro only)</p> <p>International Relations (Porto Alegre and São Paulo campuses)</p> <p>Information and Communication Technology (São Paulo only)</p> <p>Journalism (All campuses)</p> <p>Social Sciences and Consumption Studies (São Paulo only)</p>																																
Courses taught in English	<p>*Porto Alegre Campus:</p> <table border="1"> <thead> <tr> <th>Courses from International Relations Program</th> <th>Term</th> <th>Credits</th> <th>Workload</th> </tr> </thead> <tbody> <tr> <td>International Logistic</td> <td>7th</td> <td>2</td> <td>36 hours</td> </tr> <tr> <td>Strategic Studies</td> <td>7th</td> <td>4</td> <td>72 hours</td> </tr> <tr> <td>Branding & International Communication</td> <td>8th</td> <td>4</td> <td>72 hours</td> </tr> <tr> <td>Diplomacy & International Negotiation</td> <td>8th</td> <td>2</td> <td>36 hours</td> </tr> <tr> <td>Strategic Studies II</td> <td>9th</td> <td>4</td> <td>72 hours</td> </tr> <tr> <td>Global Strategic Alliances</td> <td>9th</td> <td>2</td> <td>36 hours</td> </tr> <tr> <td>Global Environment Simulator</td> <td>10th</td> <td>2</td> <td>36 hours</td> </tr> </tbody> </table>	Courses from International Relations Program	Term	Credits	Workload	International Logistic	7th	2	36 hours	Strategic Studies	7th	4	72 hours	Branding & International Communication	8th	4	72 hours	Diplomacy & International Negotiation	8th	2	36 hours	Strategic Studies II	9th	4	72 hours	Global Strategic Alliances	9th	2	36 hours	Global Environment Simulator	10th	2	36 hours
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***São Paulo Campus:**

Courses from International Relations Program	Term	Credits	Workload
International Organizations	3 rd	4	72 hours
Analysis on International Business	3 rd	4	72 hours
International Business Law	4 th	4	72 hours
International Strategic Marketing Planning	4 th	4	72 hours
Decision Making Analysis	4 th	2	36 hours
Corporate Accounting	4 th	4	72 hours
International Politics	5 th	4	72 hours
Financial Market Dynamic	5 th	4	72 hours
Corporate Planning and Execution	6 th	2	36 hours
International Negotiation	6 th	2	36 hours
Investor Relation: A Pragmatic Approach	7 th	4	72 hours

***Some courses might change; classes will be confirmed at the beginning of each semester.**

Courses taught in English

Courses taught in Portuguese

<https://www.espm.br/cursos-de-graduacao/>

Grades and Attendance: to be approved students must have a minimum frequency of **75% (seventy five percent)** of classes and activities and grade equal or greater than **7.0 (seven)** over 10 on the final average.

Grading System
&
Enrollment

ESPM 0-10	0-20	ECTS	US
10	18.00–20.00	A	A
9.50–9.99	16.00–17.99		A-
9.00–9.49	15.00-15.99	B	B+
8.50-8.99	14.00-14.99		B
8.00-8.49	13.00-13.99	C	B-
7.50-7.99	12.00-12.99	D	C+
7.00-7.49	10.00-11.99	E	C
Less than 7*	Less than 10.00*	F*	F*

F* FAIL

1 credit = 18hs of class

Prerequisites: some courses may have prerequisites. Make sure to fill in all prerequisites when requested.

Syllabus will be available for the students upon admission.

First come First: the academic office will allocate the students according the order of request. There is no guarantee of the availability of any course.

Students may not exchange or cancel courses after the third week of class.

v. Important Information

About us	http://international.espm.br/
Housing	ESPM does not offer housing to exchange students but we can help you. The office called <i>Núcleo de Relacionamento</i> at ESPM sends information about housing to incoming students
Facilities	http://international.espm.br/about-espm/espm-campus/
Cost of Living	<p>São Paulo Food – R\$ 1.500 Accommodation – R\$ 1.500 to R\$ 2.500 Transport – R\$ 325 Others Costs – R\$ 150</p> <p>Rio de Janeiro Food – R\$ 1.200 Accommodation – R\$ 1.500 to R\$ 2.500 Transport – R\$ 270 Others Costs – R\$ 150</p> <p>Porto Alegre Food – R\$ 900 Accommodation – R\$ 1.000 to R\$ 2.000 Transport – R\$ 315 Others Costs – R\$ 100</p>