



Universidad
Pontificia
de Salamanca

SME'S CHALLENGES IN MARKETING AND COMMUNICATION PROGRAM

May-June 2025



Welcome to the SME's Challenges in Marketing and Communication Program

We are delighted to welcome you to the "SME's challenges in marketing and communication. Building future leaders" program, an innovative experience designed by the Faculty of Communication at Universidad Pontificia de Salamanca, in cooperation with our esteemed European university partners under the Erasmus+ program.

General information:

We propose a program in marketing and value creation to train future professionals capable of understanding the specificities of "medium cities" and regions and their companies and to contribute to regional development in any country by increasing the productivity and profitability of these companies.

Target group:

The program is aimed at undergraduate students from **Business Management, Marketing** or other related study programmes.

This one-week course is designed for international students interested in exploring how to enhance the productivity and competitiveness of small and medium-sized enterprises (SMEs) in medium-sized cities. The course will focus on providing practical knowledge and tools to address the challenges SMEs face, while promoting sustainability, digital transformation, and democratic participation in local communities.

Course Overview

In today's rapidly evolving market, understanding consumer trends is key to creating environmentally sustainable and socially equitable business proposals. Marketing plays a vital role in this process, enabling businesses to better understand consumer needs and build value in the marketplace. This course will explore how SMEs in medium-sized cities can leverage marketing strategies to strengthen their value chains, from producers to consumers.

Students will also examine how fostering innovation (particularly technological innovation) can drive productivity and serve as a strategic advantage for SMEs. This, combined with sustainability and digitalization, is critical for long-term success.

Key Objectives

During the week, students will focus on:

- Understanding the challenges faced by SMEs in medium-sized cities, particularly in marketing and communication.
- Bridging the gap in marketing knowledge and skills, equipping SMEs with tools to stay competitive in a globalized market.
- Exploring strategies to foster job creation, contribute to sustainable urban development, and enhance local democratic participation.

Technological Innovation and Digitalization

A core component of the course will examine how technological innovation can boost SME productivity. Students will explore digital tools and strategies that streamline processes, improve access to markets, and drive continuous innovation, empowering SMEs to thrive in today's fast-changing world.

Cultural Diversity and Local Sustainability

In addition to business strategies, the course will highlight the importance of preserving cultural diversity and local traditions in medium-sized cities. Supporting SMEs also plays a role in protecting local identities and fostering sustainable and inclusive economic development, preventing the homogenization often seen in larger economic centers.

Real-World Application: Business and Cultural Visits

To complement classroom learning, the week will include visits to local businesses and cultural sites, allowing students to experience firsthand how our city and its surrounding SMEs are excellent examples of the vision we aim to achieve: competitive medium-sized cities with thriving SMEs that provide opportunities for young graduates. These visits will showcase how these businesses combine quality of life with career opportunities, demonstrating the potential for medium-sized cities to offer both a vibrant professional environment and an attractive lifestyle.

Global Context

As Birkmann (2016) notes, "Strengthening the resilience of small and medium-sized cities is key to the success or failure of the UN's New Urban Agenda." This course will demonstrate how SME

development can stabilize populations, generate wealth, and create opportunities for future graduates, all while fostering resilient and sustainable communities.

About Universidad Pontificia de Salamanca (UPSA)

Founded in the 16th century, UPSA stands as a historic and influential institution in the heart of Spain. With a commitment to integrating traditional values with modern educational practices, UPSA offers a unique environment for study and personal development. The Faculty of Communication is particularly renowned for fostering critical thinking and innovative approaches to media, communication, and marketing.



Explore Salamanca

Salamanca, a UNESCO World Heritage city, is known for its vibrant academic life and architectural splendour. The city's rich history is echoed in its university, one of the oldest in the world, and its streets lined with Romanesque, Gothic, Moorish, Renaissance, and Baroque monuments. The local culture is lively, with numerous cafes, restaurants, and cultural sites, offering an ideal backdrop for both educational pursuits and leisure activities.



Our partners

Universities Participating

Our participants come from a variety of academic backgrounds, enriching our program with a broad spectrum of expertise. This diversity ensures a rich exchange of ideas and perspectives, providing a dynamic platform for discussing the unique challenges and opportunities in marketing and communication within the SME sector.

Group Formation

To ensure a truly collaborative and diverse learning experience, participants will be intentionally mixed, combining participants from different universities and academic backgrounds. This approach is designed to foster innovation and creativity, allowing to get a wide range of insights and solutions.

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Program Details

The program will have online and face to face sessions.

1. Online Sessions Overview

Before the participants meet in person, we will conduct two **mandatory** online sessions that will allow us to get in touch and to develop the first stage of the program.

These sessions will be held in May. (Final dates must be defined)

2. Face-to-face sessions

Our program combines five days of face-to-face workshops in Salamanca. The physical workshops will be held from 16th June to 20th June, 2025, featuring a total of 26 hours of interactive, hands-on training. These sessions will focus on communication and marketing tools crucial for enhancing SME productivity and resilience.

During the stay in Salamanca, the participants will also explore local companies and enjoy cultural activities, making this not only a learning opportunity but also an experiential one.

The participants will be developing a case study in groups. The case study that we will be developing is linked with a local company.

Academic Information

Upon successful completion of the program, you will earn 3 ECTS credits, which can be accredited as an elective subject. We will provide further details on how these credits can be integrated into your current academic curriculum.

Final Information

If you have any questions or need further information, please do not hesitate to contact our International Relations Office at programasinternacionales@upsa.es.

We look forward to meeting you soon.

Warm regards,



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