



GLOBAL MARKETING DIPLOMA

HALF WAY
TO YOUR **MBA**

GLOBAL MARKETING DIPLOMA

Program Overview

European Diploma Degree in Egypt

The Graduate Diploma in Global Marketing is designed for professionals eager to master the latest marketing strategies and tools in a globalized business environment. Delivered over the course of one year, this diploma helps participants gain expertise in consumer insights, branding, digital media, and data-driven decision-making to effectively lead marketing initiatives worldwide.



Duration

1 Year



Language of Instruction

English



Total Credits

24 Credit Hours



Accreditation

Recognized by the
Egyptian Supreme
Council of Universities
and the French
Ministry of Education



Locations

Dokki
Pyramids Heights
Heliopolis
New Cairo
Alexandria

● Why Choose Global Marketing Diploma?

- Designed to meet the real-world needs of marketing professionals in Egypt and across global markets
- Courses are taught by industry experts and experienced academic faculty
- Diploma credits can be transferred toward the ESLSCA MBA program
- Exposure to contemporary tools in Global Marketing
- Evening & weekend classes tailored to accommodate the schedules of working professionals



Choose one attendance option	Weekday & Weekend Schedules
Friday or Saturday	Weekend: Minimum 6 hours (2 lectures)
Two weekdays	Weekdays: 6:00 PM to 9:00 PM

Note:

- Additional sessions may be scheduled as needed to accommodate extra courses.
- The school reserves the right to determine class timings and locations based on capacity and operational feasibility. Early registration increases the likelihood of accommodating students' preferred schedules.



● Who is the Global Marketing Diploma for?

- Recent graduates pursuing a career in global marketing
- Marketing professionals aiming to deepen their strategic capabilities
- Business owners or entrepreneurs expanding into new markets
- Sales and brand managers transitioning to broader marketing roles
- Communication, PR, or digital media professionals
- Professionals from non-marketing backgrounds seeking specialization
- Anyone passionate about building strong brands and customer loyalty across cultures





Courses

Marketing Management

Marketing Research

Consumer Behavior

Integrated Marketing Communication

Strategic Brand Management

Services Marketing

Digital Marketing

Marketing Decision Analysis

Career Opportunities

Graduates will be well-equipped to pursue roles such as:

Global Marketing Specialist

Brand Manager

Market Research Analyst

Digital Marketing Manager

Marketing Consultant

Customer Insights Analyst

This diploma is ideal for professionals looking to advance or transition into marketing roles across industries





● Admission Requirements

Applicants must submit the following documents:

- Original bachelor's degree certificate or transcript (in English or Arabic).
- If applicable, an Equivalency Decision from the Egyptian Supreme Council of Universities for private or international university graduates.
- Original computerized birth certificate.
- Copy of the national ID or passport.
- Two recent passport-sized photos.
- Updated resume.
- English Language Proficiency:

Applicants must demonstrate English proficiency through one of the following:

- IELTS: Minimum score 5.
- TOEFL ITP: 500 | TOEFL IBT: 59–60.
- ESLSCA ITEP placement test: Minimum score 2.5.
- Successful performance in a personal interview.

● Scholarships & Financial Aid

Scholarships are applicable only to the EGP portion of the fees.

Corporate Agreements:

Employees of organizations that have corporate agreements with ESLSCA may be eligible for discounts. Contact our admissions team for details.

Syndicate Partnerships:

Members of the Engineering, Pharmacy, Egyptian Medical, or Medical Professions syndicates may qualify for special discounts.

Academic Scholarships:

Applicants with a cumulative **GPA** of "**Very Good**" or higher in their bachelor's degree may receive a discount up to **60%**.





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● Tuition and Fees

Application Fees

EGP 2,500
(non-refundable)

Technology Fees

EGP 2,500
(non-refundable)

Tuition Fees per Course:

EGP 11,055 + €80

A yearly fee increase will apply, with a minimum of 5% each year.



● Job Placement Assistance & Annual Career Fair:

The Career Center offers continuous career counseling and alumni hiring services, ensuring ongoing support for students and graduates:

- CV and Interview Prep: Practical training to help you stand out.
- Career Path Guidance: Explore industries and find your fit.
- Confidence Building: Gain the tools to own your career journey.
- Annual Career Fair: Through active collaboration with top employers, ESLSCA provides candidates with direct access to valuable career opportunities. Each year, the ESLSCA Career Fair, held at the Pyramids Heights campus, brings together leading companies offering full-time positions—empowering students and graduates to launch or accelerate their careers.





ESLSCA
University

CONTACT US

PYRAMIDS HEIGHTS CAMPUS

KM. 22 CAIRO ALEXANDRIA DESERT ROAD, GIZA, EGYPT

HELIOPOLIS CAMPUS

51 ABD EL MONEIM HAFEZ, HELIOPOLIS, CAIRO, EGYPT

DOKKI CAMPUS

17 EL-SAD EL-AALY ST., FINNEY SQ., DOKKI, GIZA

ALEXANDRIA CAMPUS

376 ABOU QUER ST. MOSTAFA KAMEL, ALEXANDRIA, EGYPT

FRANCE

11 RUE DE CAMBRAI, 75019, PARIS.

MOROCCO

AVENUE AL MILIA, SECTEUR 9, RUE MAZIATA



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