



UNIVERSIDAD DEL  
ATLÁNTICO MEDIO





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# HISTORY

## Rol of the Canary islands as the Mid Atlantic Capital



The Canary Islands: Capital of the  
Economic, Tourist, Health and  
Information and Communication  
Technology sectors.



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# HISTORY

La Universidad del Atlántico Medio

**La Universidad del Atlántico Medio** was created to serve the specific interests of the Canary Islands and West Africa by training their young generations in those areas that support the role that the Canary Islands should play in the strategic geographical and economic environment.

Its origins date back to the educational project that was founded some thirty years ago thanks to the initiative of a group of businessmen, who founded **ESCOEX** and the **Bravo Murillo International Institute**, with the purpose of training managers. Thousands of students who are currently in leading positions at large companies at a national level have been trained in the classrooms of both centres.

The organisation of hundreds of teaching programmes and the ongoing contact with its graduates has provided the University with in-depth experience regarding the needs of those dedicated to the field of management training and higher education in general, both at a specific level in the Mid Atlantic region and globally.

# VISION

- The geographical position of the Canary Islands as the Mid Atlantic capital of the Education, Health, Tourism and Information and Communication Technology sectors, frames the vision of the University as a focus for higher education and research in those areas in which the Canary Islands can lead the development of all the Mid Atlantic regions.



# MISSION

- Provide University education in the field of various sciences, confer the corresponding academic degrees and provide students with the appropriate means to carry out their studies.
- Promote scientific research in the different fields of expertise, for the benefit of teaching and as a way of contributing knowledge to society and promoting innovation and development.
- Contribute to the comprehensive training of students through individual tutoring, with proposals aimed at acquiring professional skills and personal habits.
- Undertake the task of cultural and scientific dissemination, cooperating in social development projects with other institutions.
- Promote continuous learning and the development of advanced skills through specific initiatives for professionals.





# STUDY AT ATLÁNTICO MEDIO UNIVERSITY

- Our lecturers are top professionals from the different specialised sectors included in the study areas offered at the University.
- We offer training programmes that adjust to market demand. By contracting currently active professionals in each field of study, we have direct insight into the professional profiles companies are looking for, which enables us to guarantee a high percentage of employment for our students upon finishing their studies.
- The “block system” teaching methodology allows students to combine educational excellence with free time, allowing them to develop personally outside the academic activity.
- Very attractive programme of scholarships and grants (compatible with those of the Ministry of Education) rewarding the excellence of students.



# INTERNATIONAL AGREEMENTS

- Atlántico Medio University has signed international mobility agreements for students, lecturers and researchers, with different universities (Erasmus+ and bilateral agreements). We currently have agreements with: Poland, Austria, Italy , Morocco, Hungary, Morocco, Croatia, Greece, France, Belgium, Wales, Mexico... but the number of agreements continues to increase daily.



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# PROGRAMMES



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# **UNDERGRADUATE AND POSTGRADUATE PROGRAMMES**



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# FACULTY OF ESCOEX

## UNDERGRADUATE DEGREES

Degree in Business Administration and Management + International Business (300 CTS)

Degree in Business Administration and Management + Digital Marketing (300 CTS)

Degree in Law (240 CTS)

Dual Award in Business Administration and Management + Law (480 CTS)

## POSTGRADUATE STUDIES

Master's Degree in Prevention of Occupational Risks (60CTS)

## OTHER STUDIES

Expert course in Corporate Taxation (750 hours)



# **FACULTY OF COMMUNICATION**

## **UNDERGRADUATE DEGREES**

**Degree in Protocol and Event Organisation (180 CTS)**

**Degree in Audiovisual Communication (240 CTS)**

**Degree in Cinema Studies and Multimedia (240 CTS)**

## **POSTGRADUATE STUDIES**

**Master's Degree in Protocol and Event Management (60CTS)**

## **OTHER STUDIES**

**University qualification in the Design of Video Games (4500 hours) Master's in Marketing, Advertising and Communication (112 hours)**

**MBA in Event Organisation, Communication and Marketing (80 hours)**

**Master's in Marketing and Communication for the Fashion Industry (248 hours)**



# **FACULTY OF EDUCATION**

## **UNDERGRADUATE DEGREES**

- Degree in Early Childhood Education (240 CTS)
- Degree in Primary Education (240 CTS)

## **POSTGRADUATE STUDIES**

- Master's Degree in Teacher Training for Compulsory Secondary School and Sixth Form Education (60 CTS)
- Master's Degree Bilingual Education (60 CTS)
- Master's Degree in Teaching Spanish as a Foreign Language (60 CTS)
- Master's Degree in Digital Technologies for Education (60 CTS)



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# **FACULTY OF HEALTH SCIENCES**

## **UNDERGRADUATE DEGREES**

- Degree in Psychology (240 CTS)

## **POSTGRADUATE DEGREES**

- Master's Degree in General Psychology (60 CTS)



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# INSTALLATIONS

## Gran Canaria

Atlántico Medio University is located in Carretera del Fondillo,4 (Tafira Baja),35017-Las Palmas de Gran Canaria.

The campus has a total surface area of 4735.24 m2 including sporting facilities and green areas.

## Halls of Residence

The Halls of Residence offers accommodation to anyone studying at Atlántico Medio University, students wishing to come to Gran Canaria to study at any centre, as well as any visiting lecturers.

Carretera del Fondillo, 2. 35017 – LasPalmas de Gran Canaria (Tafira Baja)





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