



## My Exchange Evaluation

### Basic Information

<b>Host University</b>	Esade Business School
<b>Semester &amp; Year of Exchange</b>	Jan – May 2025
<b>Otago degree(s)</b>	Bachelor of Commerce majoring in Marketing and minoring in Consumer Food Science
<b>Major(s)</b>	Marketing

### Academics/ course load

Which papers did you take whilst on exchange?

<b>Course title</b>	<b>Language of instruction</b>	<b>Otago equivalent</b>
<b>Marketing in Fashion, Beauty and Luxury</b>	English	MART300 level
<b>Español Intensivo</b>	English	COM any level
<b>Digital Advertising</b>	English	MART308
<b>Marketing Strategy to Action</b>	English	MART301
<b>Building disruptive sustainable innovations through Rambla of Innovation</b>	English	MART300 level
<b>Digital Communication</b>	English	MART300 level
<b>Art Culture in Spain Catalonia: 2000 years of beauty</b>	English	COM any level

Total Otago credits gained:  54 points  72 points  108 points  \_\_\_\_\_

Any comments about these papers?

I totally recommend doing the Spanish intensive course, although I did not actually learn that much Spanish – I made most of my friends during these first two weeks. Plus the more intensive courses you do, means the less classes you have to do during the semester. I also loved the Art Culture in

Spain paper. I really recommend this! I also did a sales paper, but I am not able to find it online anymore. Be aware that the selection of papers change between semesters, this meant that the I had to the learning agreement several times. I found the whole process of getting my LA and acceptance from Esade to be a real hassle. Please be onto it !!!!

*How did the academic experience/ workload/ style of teaching differ from Otago?*

I really loved studying at Esade, I had an awesome experience. The professors were all great and many of them have great experience as they all work alongside lecturing. Esade is a distance to travel from Barcelona, but you will have friends in the same metros. Attendance to classes is a really important aspect at Esade, you need to attend 80% of classes in order to pass the class. So try make your classes close together so you can travel more.

## Accommodation

*What accommodation did you stay in? What were the pros and cons of your accommodation?*

I stayed in a subletted apartment right in the centre of Barcelona, which I found off Facebook. I had a great experience! I loved all the girls that I lived with. My apartment had all females my age (between 20-23) and all spoke English (many it was their 2<sup>nd</sup> language). The apartment was also reasonably priced for Barcelona. Although it wasn't super duper class and modern, but coming from a Castle Street flat it was a huge improvement. My landlords name was Aldo if you did want to reach out and see if one of his apartments would work for you. [aldozamudio18@gmail.com](mailto:aldozamudio18@gmail.com). The cons were that I wasn't staying with other Esade students, but I really wouldn't recommend staying at Esades on-site accommodation, its expensive and isolated from Barcelona.

## Money matters

*Please detail your basic costs, e.g. accommodation, flights, visa, food, insurance*

Flights - \$4,500 return (super expensive to take a 2<sup>nd</sup> bag so try just take one)

Accom – 600 euro per month (for a very small room but it did have a proper window), expect to pay between 600 – 800. 500 if you are further out or maybe don't have a proper window.

Food is super cheap in Spain. Going out to eat in also cheap. Maybe \$60 a week?

You need two insurances - this is something I did not know. I got the one recommended by the University for about \$800. This insurance covers health and travel, but the Spanish embassy will not expect it as they simply want a health insurance only (they also say it should be from a Spanish company), so I used Sanitas as they exceed all visa requirements. I never had to use either of my insurances, so I'm not sure how good they actually are.

*What means did you use to access your finances? What would you recommend? (Credit card, Cash passport, foreign bank account, etc.)*

Get a wise card. It's the way to go! Don't just get the card of your phone as you will need a physical card in some countries and at many ATMS. I loved used wise it was a great system.

## Visas & Insurance

*Did you have to apply for a visa? What was the process?*

Yes I did have to apply visa. I applied for the short-stay Eu Student visa. I did not have to go to visit the Wellington in Embassy to do this, despite past students needing to. The process is quite complex, so get everything organised and have it ready in the envelope, so that you are simply waiting for the acceptance letter from the university. And then send it off straight away. I had a nightmare with getting my acceptance letter as somehow there was a glitch and it didn't get sent, so please follow up. You need to be on top of everything during the exchange process, as you are the ones responsible not anyone else.

*Did your host university have a mandatory insurance?*

No, just needed to meet visa requirements so that meant getting a Spanish health insurance.

## Extra-curricular/Social Activities

*What organised activities were available to students? What extra-curricular activities would you recommend to future exchange students?*

Esade had a few events, but not many.

*What was the university/ city like?*

Barcelona is so so amazing ! I LOVED it, and it was quite affordable which means you are actually enjoy the city and say yes to doing everything, which is what exchange is all about. Follow a Barcelona Erasmus page for trips and free club entry. I normally checked erasmusbareclona by Shaz.

*Any recommendations for things to do, places to visit, places to eat etc.?*

You will find so many fun things to do but I love Salt Bar Montjuic, Plaza del Sol and all the of the Gracia area is really nice aswell.

*Any tips for future students?*

Enjoy it, make the most of it. I really recommend choosing a city/country that you can actually afford to have fun because the NZD is so bad! Also having a big airport in the city is great as well. I truly loved Barcelona it was everything I could have hoped for.

## Overall Experience

I did my exchange at Esade Business School just outside of Barcelona, and it was honestly one of the most exciting and rewarding things I've ever done. The university experience was really different

from what I'm used to at Otago, in the best way. Getting to campus was a bit of a mission compared to my usual short walk, but it was totally worth it. Classes were mandatory, which meant everyone actually showed up, and it created such a collaborative and engaging atmosphere. The lecturers were all people with real-world experience, many of them ran their own businesses or worked as consultants, so their insights felt super current and practical. I also loved how much group work we did; it wasn't always easy, but it pushed me to work with students from all over the world, and it gave me a much broader perspective on how people from different cultures think and solve problems. Outside of class, I had the chance to really soak up life in Europe. I managed to visit eight countries while I was there, which still blows my mind, and I made some incredible memories along the way. But more than the travel, what really stood out to me was how much I enjoyed the rhythm of Spanish life. I loved the casual midweek catch-ups with friends at little bars, the long Sunday tapas lunches, and just the feeling of living in a city that's full of energy and culture. I also made close friendships with people from all over: France, America, Brazil, Italy, Ireland, and more.



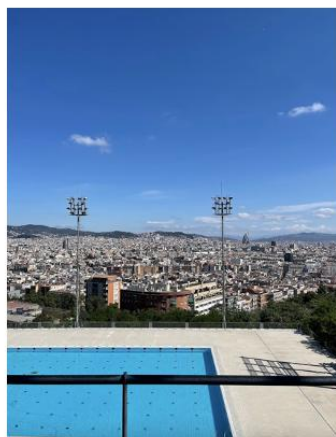
**View from my apartment**



**I loved to sit in plaza's with my friends – this is plaza del sol.**



**My Flatmates and I**



**Salt Bar Monquiti**



**Uni friends at a Barca game**