

JOSÉ ANTONIO RODRÍGUEZ

Department of Communication
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Assistant professor of Creative Development Portfolio and Promotional Writing

- Ph.D. Candidate in Economics and Management, Autonomous University of Madrid (UAM)
- Master's degree in Management, UCJC
- Master's degree in Education, UCJC
- Master's degree in Commercial Distribution, ICEX
- Bachelor's degree in Business Management, UCJC
- Bachelor's degree in Business Management, Staffordshire University

Areas of Interest and Research

Neuromarketing
Digital Marketing
Web user experience
Web usability

Short biography

Professor Jose Antonio Rodriguez Martinez has been working in the advertising, marketing, communications, and business fields (WPP Group, among others) for over 20 years.

He has been the recipient of twenty-seven awards (and was the finalist as well) in digital marketing and advertising in some of the most prestigious festivals around the world such as The Cannes Festival, The New York Festival, Eurobest and Effie Awards, just to name a few.

Currently, he is teaching at both the undergraduate and graduate levels in three formats; traditional classroom-based classes, blended learning, and online learning.

Educational experience includes courses at several national and international higher education institutions in English and Spanish to students from all over the world: Staffordshire University, Amsterdam University of Applied Science, European Business International School, United International Business Schools, EAE Business School, CEU San Pablo University, Camilo Jose Cela University, amongst others.