

MASTER IN CUSTOMER EXPERIENCE & INNOVATION

MARKETING, COMMUNICATION & SALES

In a crowded online marketplace, companies must create a seamless, synchronized and memorable customer journey to stand out. Now more than ever, companies need customer experience architects capable of developing human-centered products, services and initiatives to drive engagement and performance.



ABOUT THE PROGRAM

Your program overview

Intake	October
Duration	10 Months
Language	English
Location	Madrid
Type of program	Full-time

Creating streamlined customer experiences that carry over across platforms, products and services is the key to unlocking success. Through the Master in Customer Experience and Innovation, participants engage with the ins and outs of human-focused design, while leveraging innovation to deliver value.

For those who
wish to become...

WHO IS THIS PROGRAM FOR?

The perfect fit

This program is for innovative individuals who wish to build human-centered solutions for the physical and digital worlds. With CX becoming a number-one priority for forward-thinking companies, these professionals will become the most in-demand designers and innovators for products and services around the world.

User

Experience

Designer

Usability

Consultant

Chief

Experience

Officer

Interface

Designer

Product

Designer

Business

Transformation

Manager



WHY CHOOSE THIS PROGRAM?

Reasons you should join

01

Create physical and digital customer experiences

Our innovative and highly practical methodologies ensure you leave this program as an experienced architect of human-centered innovation in both the digital and physical worlds.

02

Unite stakeholders through innovation

Transversal human-centric values underpin the program as you explore innovation, strategic design and business strategy to build bridges over silos and bring diverse stakeholders together.

03

Learn from the best

Our faculty is made up of a diverse group of academics and professionals who bring pedagogical rigor and real-world expertise to the classroom.

04

Navigate the future

Thanks to the program's focus on technology and innovation, you will graduate with a set of future-forward skills that will be invaluable for business transformation.



Never fall in love with ideas. Always push yourself. This is a safe space, just try things, break out of your comfort zone. Just really push yourself to be a better person, a better version of yourself. It really trains you to just go for it, and really think differently more than anything else.”

Sumir Ganguly, Oman and India

PROGRAM STRUCTURE

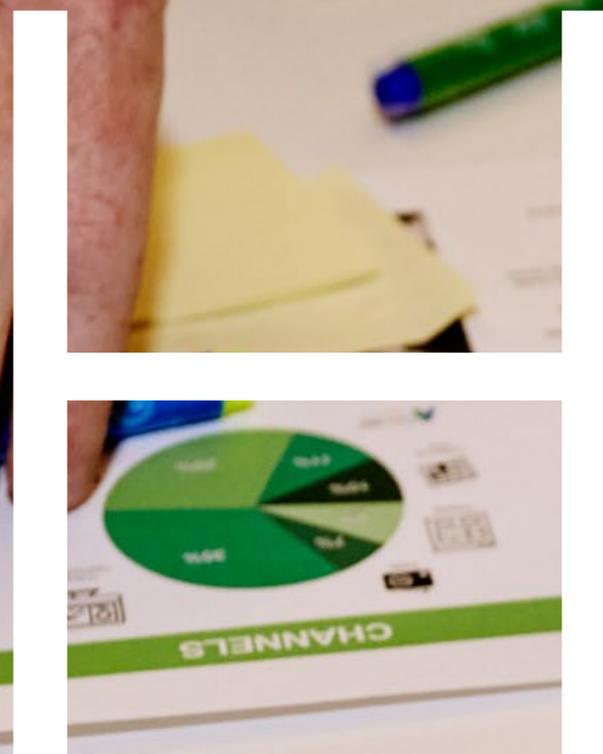
Your learning journey

The Master in Customer Experience & Innovation is spread across three terms and made up of four pillars: Business, Technology, Human-Centered Design and Transversal Innolabs.

Business

Acquire the fundamentals before enhancing your business acumen. Learn by practical application what CX actually means, how it works and how companies engage with it to create value. Explore concepts from growth hacking and customer experience ecosystems to ethics, operations and corporate culture.

B



H

81%

of consumers expect to engage with chatbots by 2030.

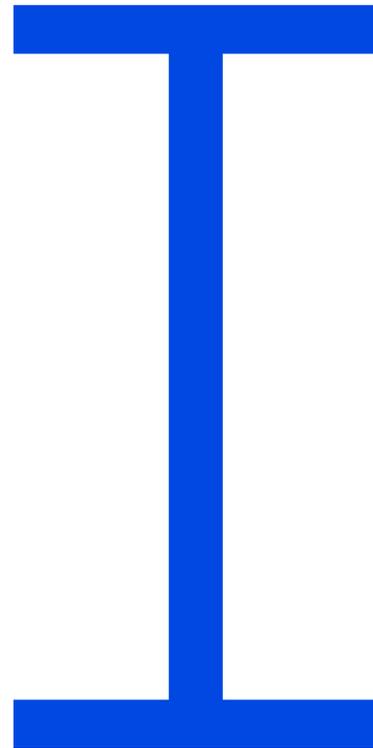
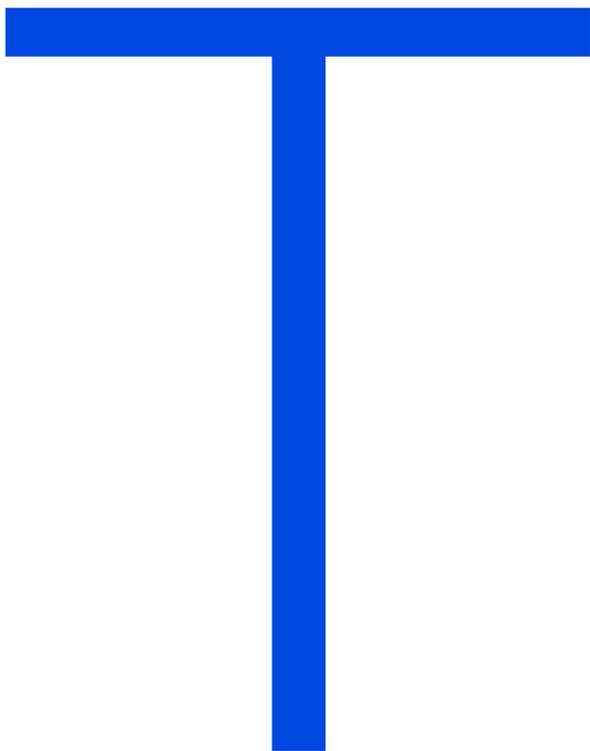
sas

Human-centered design

Discover the human factor that underpins this program: what we call desirability and how we account for human factors to create the right thing, the right way for the right people. Take a look at strategic design, research, prototyping, storytelling, and physical and digital spaces for innovation.

Technology

Learn to harness the latest technologies to improve the customer experience and imagine a future that doesn't yet exist. Explore data-driven innovation, CX technologies and UX in interactive digital projects.



Innovation Labs

Hands-on, transversal skill-building Innolabs allow you to work in areas like creative process, adaptive leadership, prototyping, design thinking and insights. In teams, you will conduct work with a real-world application and complete corporate, social impact and entrepreneurial projects for companies including Telefónica, Microsoft and Ashoka.



42%

of business leaders identify the rise of the digitally connected world as the most disruptive force of change over the next decade.

Grant Thornton



67%

of digital customer engagement will be carried out by smart machines by 2030.

sas

PROGRAM STRUCTURE



Term 1

October – December

Madrid

Winter break

December – January

Term 2

January – March

Madrid

Spring break

March – April

Term 3

April – July

Madrid

Graduation

July

And that's just the beginning.

[Find out more about the program →](#)

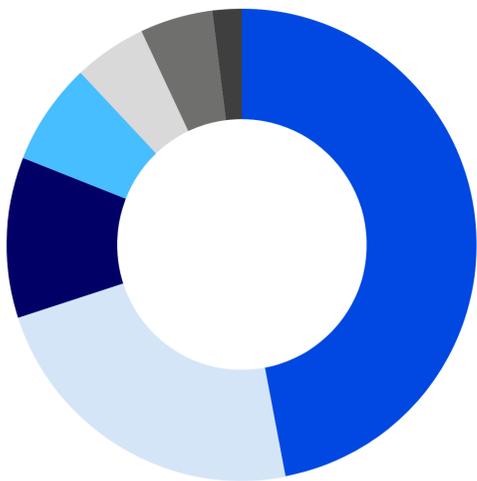
STUDENT PROFILE

Your future network

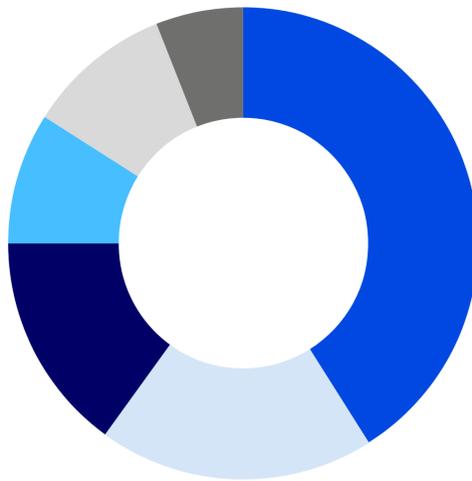
Students come from a broad range of backgrounds including business, design, communications, marketing, engineering, tech, entrepreneurship and the humanities, among many other fields. Yet they all share the same goal: to take their career to the next level by becoming a customer experience and innovation expert.



14 nationalities represented in the classroom



Academic background



23-34

years old is the average age of students in this program.

0-8

years of **experience.**

Where do our alumni work?

accenture

Deloitte.

ABInBev

L'ORÉAL



Interbank

PayPal



WhatsApp



“The idea of the program is to gather people with different backgrounds in the same place in order for us to come up with cool and innovative stuff. Here we try to put the customer in the center. The human. The people. When you combine this with some knowledge in technology and a sprinkle of business, the result is pure innovation.

Iliyan Dimitrov, Bulgaria



Discover where the Master in Customer Experience & Innovation journey can take you.

[Read more about our alumni →](#)

ADMISSIONS PROCESS & FINANCIAL AID

The IE University admissions process is simple yet rigorous—and carried out entirely online.

While the particulars may change depending on your chosen program, it always follows a similar format, which you can discover below. With our rolling admissions process, there's no application deadline. But spaces are limited so we recommend that you apply as soon as possible.

The first steps

Before you embark on your personal learning journey, there are five preliminary steps you need to take.

Who you are

Students across all program areas share common traits that we look out for. We particularly value dedicated and talented individuals who come from diverse backgrounds and possess a global mindset.

Alongside your strong interpersonal skills and innovative outlook, you thrive under an intensive academic workload, considering it an opportunity to share new experiences and create unique approaches to problem-solving.

01

Online Application Form

Complete the online application form and upload the documents required by your program.



02

Online Assessment

With the application submitted and the fee paid, you will receive a link to answer three live questions, two in video format and one in written format.



03

Entrance Exam

Next, you will have to take either the GMAT, GRE or IEGAT. If you would like to apply to a Finance Program you could also take the CFA or CAIA.

04

English Proficiency

TOEFL, IELTS, Duolingo or Cambridge (C1 or C2) certifications may be necessary to demonstrate your English level.



05

Personal Interview

This online interview will take place with an associate director of the admissions team.

06

Final Decision

Your entire application will be evaluated by the Admissions Committee and you will receive an answer within 1–3 weeks.



This process may vary depending on the program. Be sure to consult the Admissions area of your program of interest for more details on the admissions process.

* Special admission requirements for Master in Finance Part-time candidates, contact the admissions team for more information.

[Get started →](#)

FINANCIAL AID



If sorting out funding and scholarships is an important part of making IE University your next big step in your professional journey, the good news is that we have a range of funding options available to support you!

Most of our students rely on a combination of different types of financial means to cover the tuition fees and the overall costs associated with program attendance. These means typically include personal resources, student loans, scholarships and, at times, some form of family support or tuition assistance from employers.

The IE Financial Aid Office will help you understand the different financing options and scholarship opportunities available. Researching, understanding your options and planning ahead is key. The FAO will provide you with all the necessary guidance to make any scholarship or loan application process as smooth as possible.

Please visit our financial aid website for more details or schedule an appointment with our team.

[Go to the Site →](#)

The aim is twofold: celebrating and rewarding outstanding individuals and providing scholarship support to deserving and promising candidates who would otherwise not be able to attend IE University.

IE Scholarships

Thanks to the IE Foundation and the generosity of our students, alumni, parents, corporate partners and other benefactors who support our groundbreaking Financial Aid program, we are able to maintain a strong commitment to providing top-notch education to highly qualified candidates from around the world, regardless of their economic situation. Our wide portfolio of scholarships allows us to guarantee diversity and excellence through our needs-based and merit-based scholarships.

Scholarships are awarded based on economic need, merit, distinctive competencies and/or academic and professional excellence. The aim is twofold: celebrating and rewarding outstanding individuals and providing scholarship support to deserving and promising candidates who would otherwise not be able to attend IE University.

Check the [IE Financial Aid website](#) to discover the full list of scholarships available and to learn more about the application process.



Direct Awards

There is no formal application process for the IE High Potential Award—all applicants are automatically considered. Awards are communicated at the time of admission and recipients are chosen based on the information provided during the admissions process: the strength of their application, academic merit, professional experience, the quality of the interview, competitiveness, life experiences and suitability to the program and our school. These awards are need-blind, and are compatible with other IE Scholarships should the candidate require further support through a formal scholarship application.



Loans

Many of our students rely on loans—either government and/or privately funded—to at least partially finance their studies at IE University. As we strive to provide our students with further financing opportunities, we are committed to securing agreements with both Spanish and international institutions that offer our students financial loan schemes on favorable grounds. While there are many organizations that lend to IE students—including those we have an agreement with—it is critical that you understand all fees and terms of available loans to compare them and determine which are best suited to your particular needs.

Contact our dedicated team at loans@ie.edu to find out which financing options may be available to you. Please note that many financing schemes are time sensitive and may require planning several months before your program starts.

Tuition Payment Options

While making an investment in higher education is extremely worthwhile, we understand it isn't always easy. At IE University, we allow students to pay in interest-free installments, without pre-approval requirements or credit checks.

The number of installments and conditions depends on the program, please talk to your admissions advisor for more information.

ABOUT YOUR UNIVERSITY

The IE University ecosystem is designed with the student in mind. Rooted in a human-centered approach to entrepreneurship and innovation, we offer an extensive global network, cutting-edge facilities and top institutional partnerships—empowering future leaders to define their journey.



WHO WE ARE

**First and foremost,
we are Liquid Learners.**

**Liquid Learning
at IE University is the
culmination of our
educational vision,
transcending any single
platform or approach
to produce a holistic,
streamlined academic
experience.**

Developed over 20 years, this model blurs the lines between online and in-person education resulting in a flexible, highly interactive learning journey.

By breaking down traditional barriers to education, Liquid Learning provides access to the same world-class education, regardless of location or personal circumstances.

But what does this mean? Allow us to explain. As Liquid Learners, we are:

1,800+

students can attend
same session
simultaneously

100%

of our students have
online access to classes

200

classes streaming
online simultaneously
in HD

100K+

online sessions
in total

Leaders in Business Education

IE University was founded by entrepreneurs with a vision to disrupt traditional models of education to equip students with the skills they need for the future.

To achieve this, the institution was created with five values in mind: diversity, humanities, technology & innovation, sustainability and entrepreneurship.

Pioneers in Disruptive Learning

IE University transformed business education by introducing disruptive teaching methodologies, ranging from immersive classroom approaches and technological innovation to close ties with industry leaders.

Over the years, our broad spectrum of disruptive learning innovations has helped students from 140 different countries unleash their true potential.



“The WOW Room allows students to connect and collaborate no matter where they are, even if the only way they can join is through their mobile phone at the airport.”

Jolanta Golanowska
Director of Learning Innovation at IE

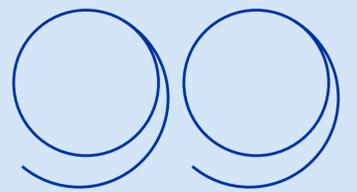
Diverse Visionaries

Our cutting-edge methodologies and global approach to education is complemented by the diversity of our community.

Students are in constant contact with a variety of academic, ethnic and cultural backgrounds, which challenges preconceived notions and empowers them to think in new, innovative ways.



“I'm able to study with people from all around the world and learn about different cultures.”



Patricia
Master in Management



25%

of our alumni have
started their own
businesses

1,500+

students trained
in entrepreneurial
management

100+

mentors working
alongside our students

Restless Entrepreneurs

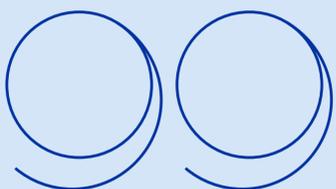
All our programs are taught from an entrepreneurial perspective, encouraging students to craft and apply solutions in the real world—whether in an intrapreneurial or entrepreneurial capacity.

Through startup accelerators and networking opportunities, students are able to fuel their ideas, fully supported as they embark on their entrepreneurial journey.





“IE University teaches you to work and cooperate with people from different backgrounds, and to bring out the best in others.



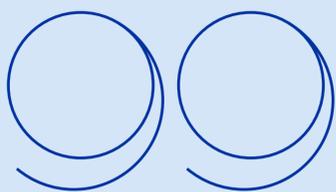
Dionysios Stavrakas, Russia
Executive MBA

WHERE WE ARE OUR EDUCATIONAL ECOSYSTEM

Enjoy the right university experience for you. We have three locations: Segovia, Madrid and Online.



“In every corner of Segovia, in every step you take through its streets, squares, and countryside, there’s a sense of tradition, art, and history.”



Cheyenne Uribe

Switzerland. Dual Degree in Laws and International Relations
Class of 2020

Segovia

[Know more →](#)

Declared a World Heritage Site by UNESCO in 1985, Segovia is famous for its cathedral, alcázar and aqueduct.

One of the city’s most historic buildings, the Convent of Santa Cruz la Real, is home to the IE University campus. This campus combines rich history with state-of-the-art classrooms.





Madrid

[Know more →](#)

Our urban tech-based education hub is located at the heart of one of the most exclusive neighborhoods of the city. Not far away, you can find our new innovation tower—the fifth addition to the Cuatro Torres—bringing an environmentally efficient and avant-garde architectural design to a lively business district. Opening 2021.

Online

Our online classrooms enable us to provide Liquid Learning with hybrid teaching methodology.

Featuring synchronous and asynchronous learning, the online campus puts the student at the center with dynamic learning methodologies that adapt to individual circumstances.



The new location in numbers



7,000

square meters set aside for
green spaces

180

meters high and 35 floors

6,000

undergraduate students on
campus

35

story tower with classrooms
and educational zones

70+

classrooms and a large
number of workspaces and
chill-out zones

50,000

square meters



66,000+

total alumni

169

countries

1,300+

alumni events worldwide

28

alumni reunions

6,000

participants

60+

career sessions per year

300+

career orientation interviews

Global Presence

Our extended IE community stretches across the globe, with 30 offices working together to build a lasting community around the world.

These offices organize thousands of international networking events, connecting our alumni community, candidates, companies and partner universities.

Benefits for our global community:

- ▶ IE events, masterclasses and workshops led by IE professors
- ▶ Corporate partnerships

- ▶ Venture Days
- ▶ Networking and social events for alumni and students
- ▶ Global Alumni Weekends
- ▶ “Glocal” network

- ▶ Worldwide conferences
- ▶ Career opportunities for alumni and students
- ▶ Alumni clubs

Find us at one of our international offices.

[Know more →](#)

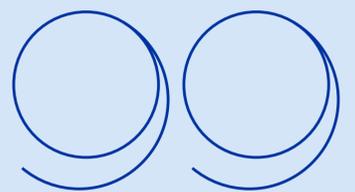


WHAT'S LIFE LIKE AT IE UNIVERSITY

There's always something happening at IE University. From business conferences to sports games and coding competitions, you'll never be lacking in opportunities for growth—and fun!



“IE University has provided me with the right network and environment to strengthen my professional potential as an entrepreneur and architect.



Dana Nayef Alfayez
Alum. Master in Business for
Architecture & Design



Venture Days

Event that connects the entrepreneurial community across all continents.

30+

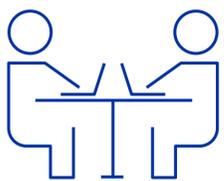
cities around the globe

1,000+

startups applied

Area 31

Weekly Venture Network event with pitches given to investors.



Exclusive workspace for admitted teams

100

Events every year

[Know more →](#)

Venture Lab

Launchpad for startups under the guidance of industry experts.

10

finalists go to the Venture Day in Madrid

450+

startups participate each year



EnlightED

Bringing together the most innovative startups in education, innovation and edtech.



South Summit

Brings together the most innovative startups regardless their industry, development stage and country



6,700+

CEO / Executives participated in our latest edition

\$4.3B+

raised by former startup competition finalists

IE Rockets

Residency program to build your skills and brand in the higher education sector.

146

startups applied

\$60M

raised from startups

IE Clubs and Centers

We believe that campus life is just as important as academic life. With more than 120 active student-led clubs on campus and online, our students have access to countless opportunities to engage with a variety of topics and learn beyond the classroom.

Club spotlights

IE Out & Allies Club

The IE Out & Allies Club endeavors to broaden understanding and support for LGBTQI* populations worldwide. This student-led LGBTQI* club organizes inclusive, year-round events, which range from educational meetups to networking and cocktail events to celebrate a break from school.

The club also proudly organizes the LGBT@Work, the longest-running LGBTQI* work conference in Europe, and third-largest business school LGBTQI* conference in the world.

Women at IE

At IE University, we strive to maintain and promote gender equality both on and off campus. With over 2,000 members, the IE Women in Business Club was created to reduce the obstacles facing women in gaining top leadership positions.

We also work with multiple international women's organizations to provide talented and driven women the financial resources required to reach their academic and professional goals.

Every year, we celebrate International Women's Day with a week full of events addressing gender equality.

Women at IE University
in numbers...

39%

of our full-time faculty
are women

48%

of our students are
women

56%

of the scholarships
offered to master's
students are awarded
to women

7.7
million

was awarded to women
pursuing a master's or
bachelor's degree in
2019

[IE Clubs →](#)



1,500+

annual face-to-face and
online events

600+

speakers hosted on campus

37,000+

attendees

IE Center for Diversity in Global Management

The IE Center for Diversity in Global Management harnesses the power of diversity to help organizations become more resilient, efficient and innovative.

Created in September 2002, the Center is an invaluable resource for the IE University community, engaging in training, applied research and awareness-raising activities, alongside holding networking events to foster international debate.

IE Africa Center

IE Africa Center aims to revolutionize the way the next generation of global executives understand African innovation—past and present.

We understand that the intellectual and physical contributions of Africa and its people are not only central to the modern world as it exists today, but are crucial to building a better future.

[IE Centers →](#)

More IE student clubs:

- ▶ **Net Impact**
- ▶ **AI & Big Data**
- ▶ **TechIE**
- ▶ **IE Tech Lab**
- ▶ **IE Tech & Innovation**
- ▶ **IE Smart Cities**
- ▶ **IE Cybersecurity**
- ▶ **IE Blockchain**
- ▶ **IE Air & Space**
- ▶ **IE Fintech**
- ▶ **IE Coding**
- ▶ **IE Women
in Business**
- ▶ **IE E-Commerce**
- ▶ **IE EdTech**

and more...

OUR STUDENTS
IN NUMBERS

85%

international students

160+

nationalities
on campus

45+

languages spoken
on campus

52%

male students

7,000+

students on campus

48%

female students

100+

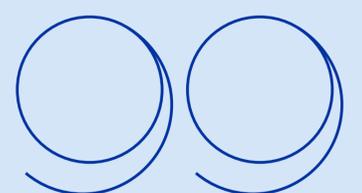
active clubs on campus



“I think the fact that there were only 20 of us and there are 17 different nationalities, the fact that we got to learn so much from different cultures, is great. I think I learned as much outside as inside the classroom.

Manon Germain

Alum. Master in Talent Development
& Human Resources



OUR RECOGNITION & REPUTATION



Pioneers in Online MBAs since 2001

1ST Worldwide
Distance
Online MBA

QS

2021

5TH Worldwide
Top MBAs of
the Decade
International
MBA

P&Q

2020

2ND Worldwide
Online MBA

Financial Times

2021

6TH Worldwide
Master in
Management

QS

2021

3RD Worldwide
Executive MBA

The Economist WhichMBA

2020

9TH Worldwide
Global MBA

QS

2021

WORLDWIDE ACCREDITATIONS



“IE University is a place where diverse, passionate individuals—whether the students or the faculty—come together in a spirit of curiosity to produce positive, high-impact leaders of tomorrow.

Jessica Tollette

Academic Director of the Bachelor in Behavior and Social Sciences

