

MASTER IN CORPORATE & MARKETING COMMUNICATION

MANAGEMENT + DIGITAL STRATEGIES

TYPE
MASTER DEGREE

INTAKE
OCTOBER

FORMAT
FULL TIME

LANGUAGE
ENGLISH

DURATION
10 MONTHS

THE PROGRAM

Provides the latest skills in communication with a strategic, managerial and an analytical approach. Once you complete the program, you can achieve managerial positions in branding, marketing communications, reputation management, advertising management, public affairs, stakeholder management, internal and external communication.

CLASS PROFILE



MULTIPLE BACKGROUNDS

Business, marketing, arts & humanities, design, engineering and others



INTERNATIONAL BACKGROUND

90% of students at IE are international



PROFESSIONAL EXPERIENCE

from 0 to 6 years of working experience.

KEY AREAS



INTERNAL AND EXTERNAL COMMUNICATION



MARKETING COMMUNICATIONS



SOCIAL MEDIA AND DIGITAL MARKETING



CORPORATE SOCIAL RESPONSIBILITY



PUBLIC RELATIONS AND MEDIA RELATIONS

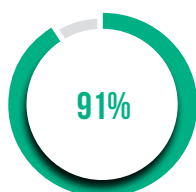


BRANDING AND CORPORATE IDENTITY

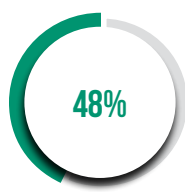


CRISIS AND REPUTATION MANAGEMENT

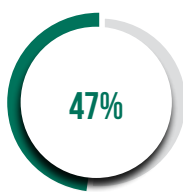
CAREER OPPORTUNITIES



Of the class found a job within the first **3 months** after graduation.



Of the alumni are working in Communications.



Are working in Marketing & Sales.



Are working in Consulting.



"The program allowed me to deepen and expand my knowledge in the Brand Management field through its comprehensive and hands-on learning methods".

Saskia Kristina Schupp, Germany
MCMC alumni (intake 2011-2012) Brand Manager, LEGO - Consumer Goods, Toys

**BRAND MANAGER • CORPORATE SOCIAL RESPONSIBILITY MANAGER • COMMUNICATION MANAGER • MARKETING MANAGER
 GLOBAL REPUTATION MANAGER • ONLINE MARKETING DIRECTOR • CRISIS MANAGER
 DIGITAL MEDIA STRATEGIST • PUBLIC RELATIONS MANAGER**

MCMC MODULES & COURSES

01

STRATEGIC COMMUNICATION

- Issues, Crisis and Stakeholder Management
- Reputation Management and External Communication
- Internal Communication and Change Management
- Communication Management and Consulting
- Branding and Corporate Identity
- Corporate Social Responsibility
- Non-Market Strategies and Public Affairs
- Media Relations and Media Training
- Communication Abilities
- Visual Storytelling
- Visual Communication

02

BUSINESS AND MANAGEMENT

- Strategy
- Entrepreneurship
- Ethics and Corporate Governance
- Problem Solving for Teams
- Team Management

03

GLOBAL DIGITAL STRATEGIES

- Globalization, Business, and Media
- Technology Innovation
- Customer-Centric Business and Digital Transformation

04

BUSINESS ANALYTICS AND RESEARCH METHODS

- Research Methods in Communication
- Data Fluency
- Measuring Intangibles and KPI's

05

MARKETING

- Strategic Marketing
- Digital Marketing and Advertising
- Content Marketing
- Events Management
- Strategic Sponsorship and Partnerships Management

FINAL CONSULTING PROJECT

You will develop a final consulting project for a real company, applying the skills that you learned throughout the program.

CAREER FITNESS

You will receive a series of classes from the IE Talent & Career Center that will help you be prepared to enter the job market.



TYPICAL WEEK

- 4 sessions a day.
- 1 hour session of group work per day.



IE MADRID ON-CAMPUS

- You will have the option to participate in the IE Venture Lab.
- Each day you will be able to join after classes the activities organized by any of the IE Clubs.