

---

# MASTER IN CORPORATE AND MARKETING COMMUNICATION PART-TIME

MARKETING, COMMUNICATION & SALES

Today's customers increasingly choose brands they can believe in, with values similar to their own. As a result, companies are on the lookout for new forms of engagement, innovation and brand co-creation—and professionals with the skills to make it happen.



# ABOUT THE PROGRAM

## Your program overview

Intake	<b>April</b>
Duration	<b>15 Months</b>
Language	<b>English</b>
Type of program	<b>Part-time</b>
Location	<b>Online and Madrid</b>

The Master in Corporate and Marketing Communication is designed for visionary and strategic professionals. Equipping you with a 360-degree vision of communication, management and digital strategies, the program shapes impactful leaders capable of driving business growth through branding, communication, marketing and reputation management.

# WHO IS THIS PROGRAM FOR?

## The perfect fit

This program is aimed at developing future-thinking professionals with a strategic business mindset in the marketing and communications field. Ranging from a variety of academic and professional backgrounds, all participants are united by their ambition to reimagine the way corporations communicate in the digital economy to drive engagement and boost brand awareness.

For those who wish to become...

Brand Manager

Media Buyer

Crisis Communication and Reputation Manager

Communication Director

CSR and Social Impact Manager

Issues, Crisis and Stakeholder Manager

Global Reputation Manager

Risk and Crisis Communications Manager

Head of Public Relations & Media Relations

Corporate Communication Consultant

New Media Strategist  
Director of Corporate Affairs

Communications Specialist

# WHY CHOOSE THIS PROGRAM?

Reasons you should join

---

01

---

## Discover impactful digital strategies

In order to keep up with new customer demands and technology advancements, you need to be digitally prepared. During this program, you'll discover the latest digital tools as well as in-demand reputation management and CSR strategies, ensuring you're primed to handle any corporate communication challenge.

02

---

## Make your studies work for you

Our part-time format offers maximum flexibility, ensuring you continue to meet your personal and professional commitments while receiving the full benefit of this impactful program. Using our globally renowned blended approach, you'll participate in live videoconferences, interactive forums and face-to-face modules, powered by our high-tech virtual and in-person learning environments.

## Become a strategic communicator

Using cutting-edge Agile methodologies and the latest trends in marketing and communication, you'll learn to create business value through impactful approaches. You'll discover how to effectively manage stakeholders and clients through new forms of engagement, open innovation and brand co-creation as you use innovative strategies to make a lasting impression.

03

---

04

## Learn from industry experts

Our faculty is made up of a diverse group of academics and professionals who provide a unique classroom experience. Their pedagogical rigor and real-world expertise is showcased in each session, offering you first-hand experience and insights.

05

## Expand your global network

The Master in Corporate and Marketing Communication is your entry into an unparalleled network of over 60,000 professionals worldwide. What's more, IE Talent & Careers is always on hand to help you build professional relationships that matter.

91%

of employees think that their managers are not good communicators.

Inc.

3.5 times

The likelihood that organizations with effective change and communication programs will outperform their peers.

ThinkTalent



And that's just the beginning. Click here to find out more about this part-time program.

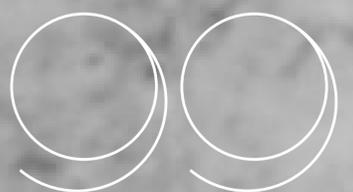
[Find out more →](#)

**“IE University made it possible to have a truly international experience while using the skills learned in the classroom right away in the real world.**



---

Lina Brinkschulte, Germany



---

# PROGRAM STRUCTURE

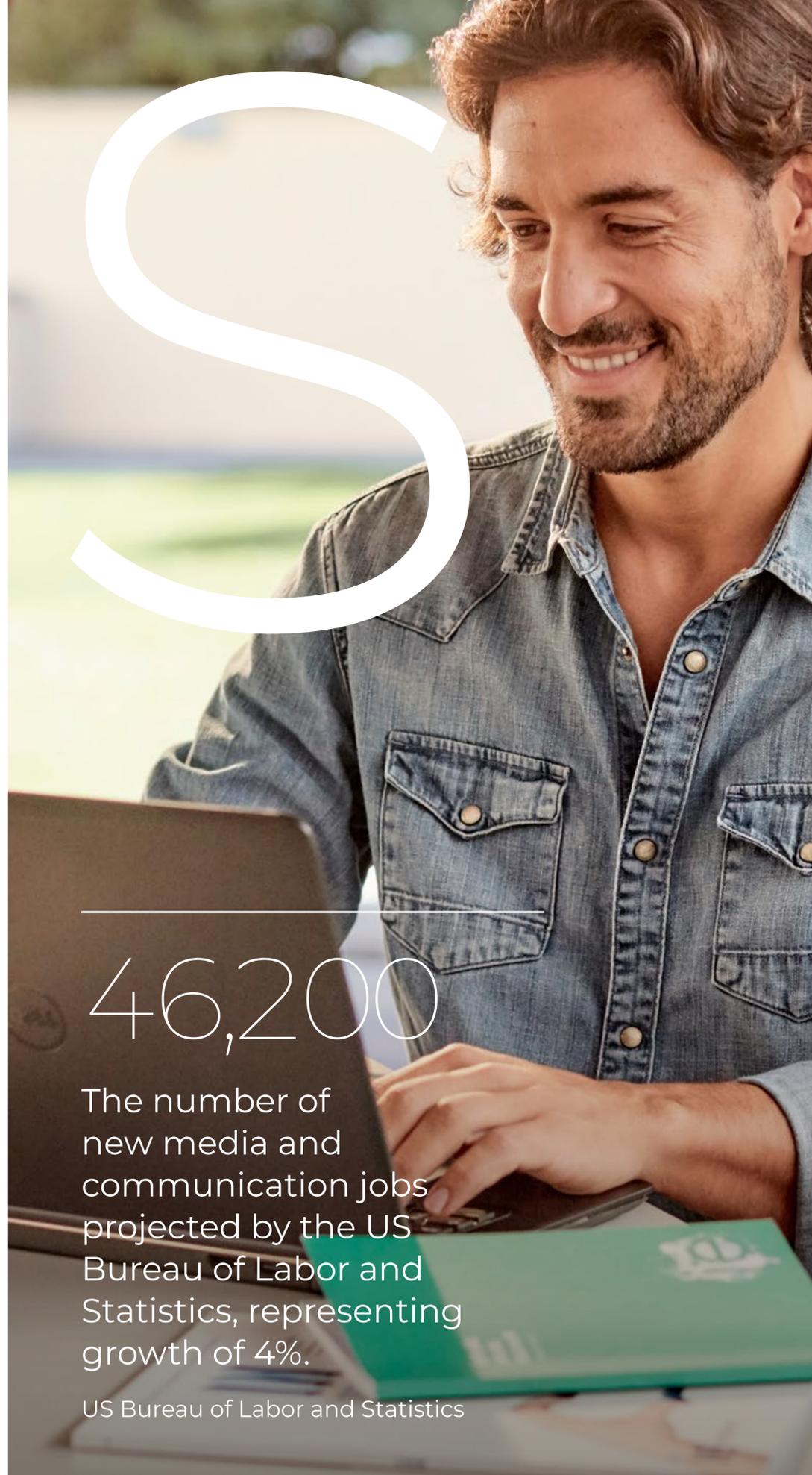
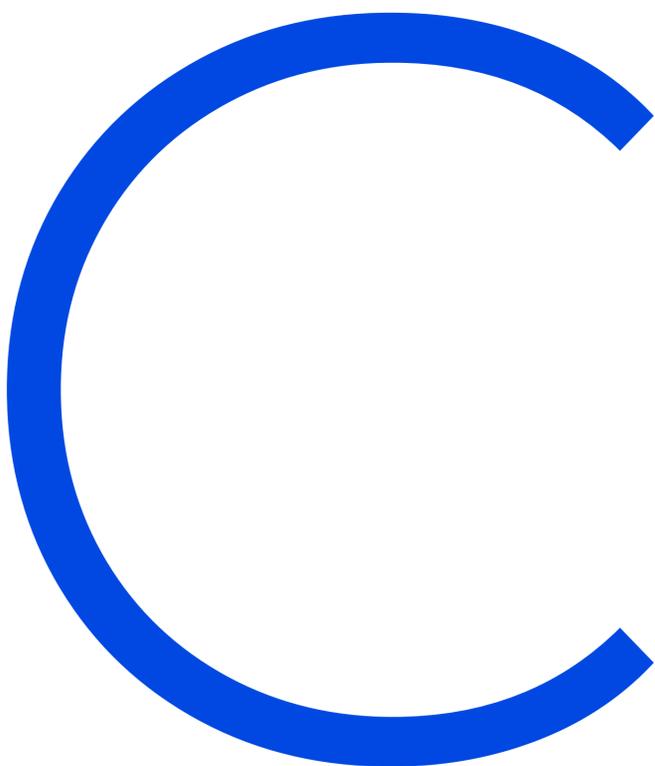
## Your learning journey

Combining group meetings, hands-on simulations, online and face-to-face classes in the fast-paced city of Madrid, the program is divided into three terms that cover a range of key areas.

---

## Corporate Business and Management

It's crucial that corporate communicators understand the foundations of how businesses operate and the impact that communication and marketing professionals have on the overall bottom line. To get the big picture, you'll dive into topics like reputation management, strategy, entrepreneurship, ethics and corporate governance.



---

46,200

The number of new media and communication jobs projected by the US Bureau of Labor and Statistics, representing growth of 4%.

US Bureau of Labor and Statistics

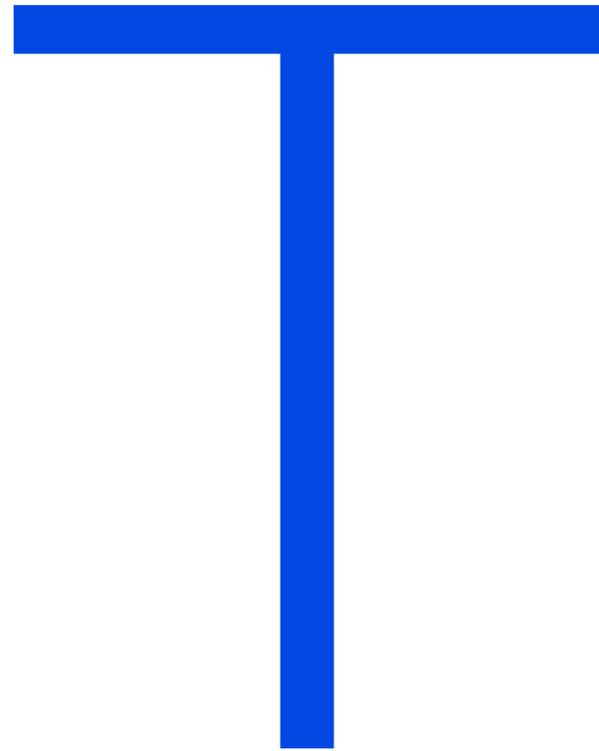
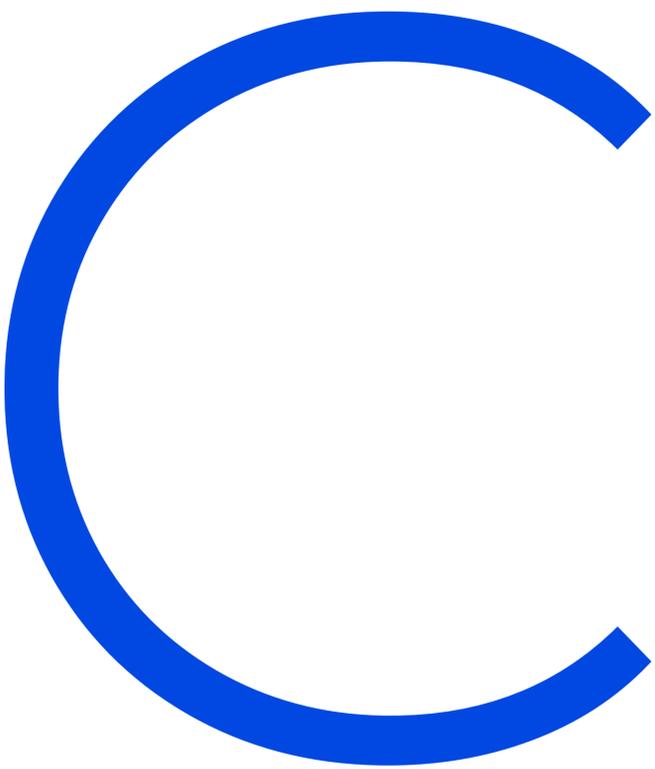
## Strategic Communication and Marketing

Today's customer-driven market requires businesses to go above and beyond. In this area, you will fine-tune your skills in topics like branding and corporate identity, strategic marketing, storytelling, public affairs and partnership management.

---

## Communication and Marketing Plans

Secure your role as a valuable and future-forward team leader with strong marketing and communication skills. Here you will explore digital marketing and content marketing, internal communication and change management, and integrated communication to devise impactful communication plans.

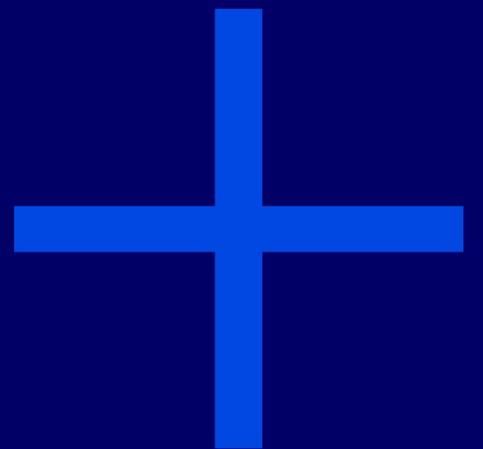


## Tools and Skills for Communication and Marketing

Regardless of the sector or position, as a corporate and marketing communication professional you must think analytically and leverage data for key decision-making. You'll master skills in research methods, data insights for decision making and measuring intangibles and KPIs to critically evaluate the effectiveness of campaigns.

## The Final Project

Working as a consultant, you'll devise a solution to a communications dilemma faced by a real-world company. Under the guidance of your coaches, you'll work in teams to apply all the skills you've acquired throughout the year. In the past, students have worked with Citibank, Café de Colombia, Helvetia and more.



**PROGRAM STRUCTURE****Term 1**Online  
pre-program

March

Online

Face-to-face  
period

April (1 week)

Madrid

Online period

May – July

Online

**Summer  
break**

July – August

Online period

September  
– October

Online

**Term 2**Face-to-face  
periodOctober–  
November  
(2 weeks)

Madrid

Online period

November  
–December

Online

**Winter  
break**December -  
January

Online period

January  
–March

Online

**Term 3**

Online period

March–April

Online

**Spring  
break**

April

Online period

April–July

Online

Face-to-face  
period

July (1 week)

Madrid

**Graduation**

July

Madrid

# STUDENT PROFILE

## Your future network

This program is designed for leaders who are ready to disrupt the world of communication with a career that focuses on people and influence, strategy and data-drive analysis. The ideal candidate is one who seeks multidisciplinary skills and the tech savvy needed to grow businesses worldwide.

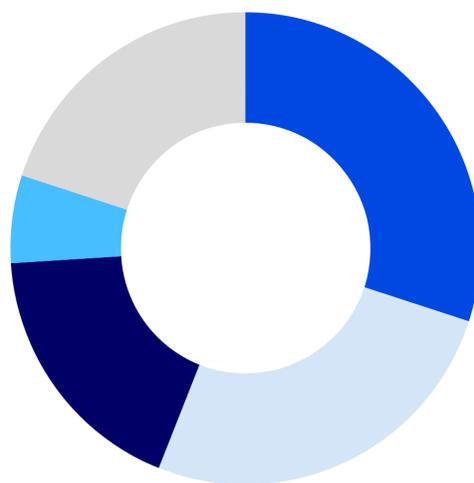


### 15 nationalities represented in the classroom



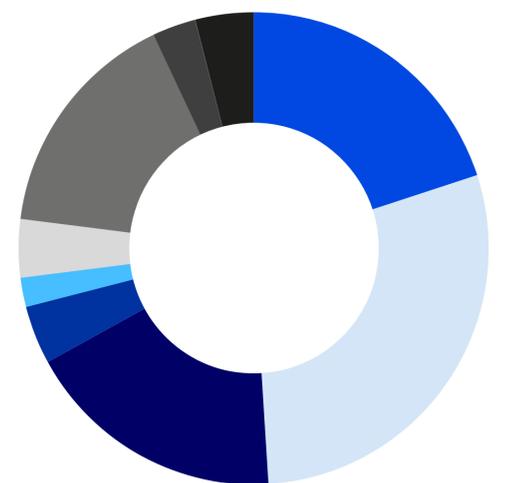
- Latin America
- Middle East & Africa
- North America
- Europe
- Asia Pacific
- Spain

### Academic background



- Business and marketing
- Law
- Communication and journalism
- Arts & Humanities
- Social sciences

### Where do program alumni work?



- Consulting
- Consumer Packaged Goods
- Energy and Technology
- Government
- Media/Entertainment
- Manufacturing and Transportation and Logistics Services
- Other
- Real Estate
- Retail

24–39

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

5–10

years of **experience.**

14

**different languages** are spoken.

## Where do our alumni work?

accenture

amazon



ENGEL & VÖLKERS

Johnson & Johnson



IFC International Finance Corporation  
WORLD BANK GROUP

L'ORÉAL

Mondelēz International

hp HEWLETT PACKARD

HYATT

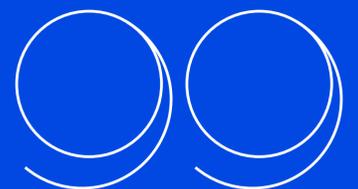


yelp



**“The road through the Master in Corporate & Marketing Communication helped me become a better professional, entrepreneur and self-advocate to find a job that fulfilled me. One of the most extraordinary things the program taught me was to step back and observe the situation with as much external perspective as I can, any time I am at a crossroads. If the solution doesn’t come easily, I can always ask my safety net—my teammates!.**

Lucía Díez de los Ríos,  
Spain



Discover where the Master in Corporate and Marketing Communication journey can take you. Read more about our alumni.

[Find out more →](#)

# 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](mailto: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.

A young man and woman are standing outdoors, looking at a tablet together. The man is on the left, wearing a white t-shirt, and the woman is on the right, wearing a light blue denim shirt. They are both smiling and appear to be engaged in a collaborative activity. The background shows a modern building with a grid-like facade.

# 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.

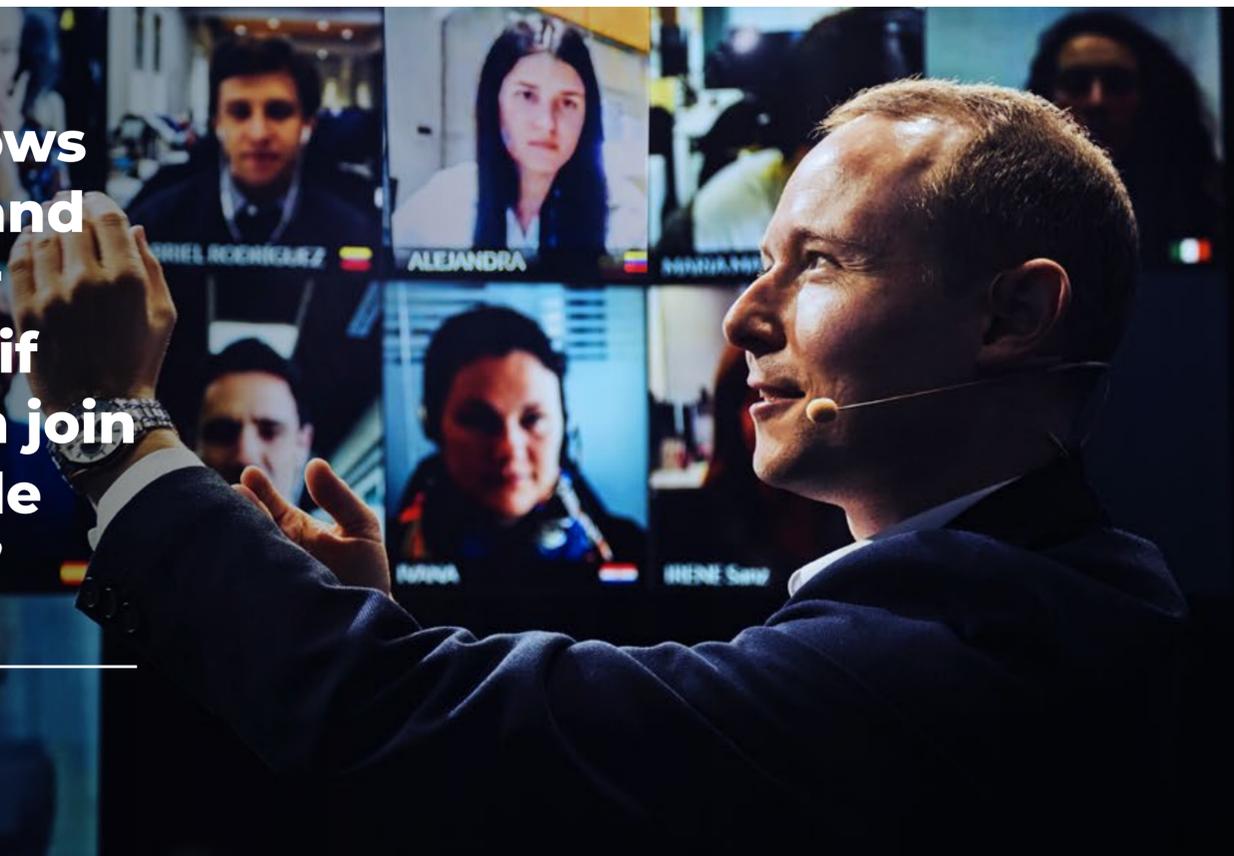
## Pioneers in Disruptive Learning

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



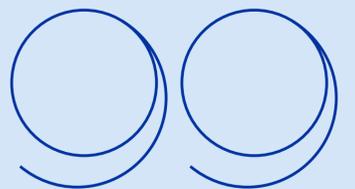
# Diverse Visionaries

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**

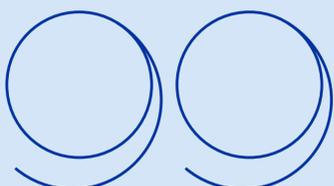
All our programs are taught from an entrepreneurial perspective, encouraging students to craft and apply solutions in the real world—whether in an intrapreneurial or entrepreneurial capacity.

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.**



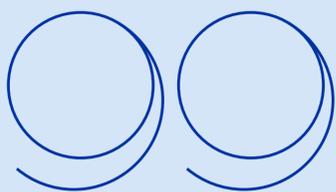
**Dionysios Stavrakas, Russia**  
Executive MBA

# 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 →](#)

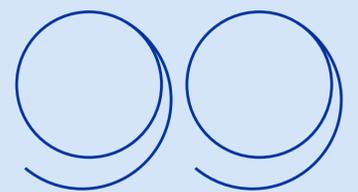


# WHAT'S LIFE LIKE AT IE UNIVERSITY

**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

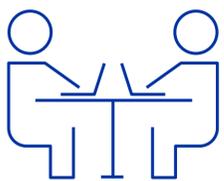
---

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+

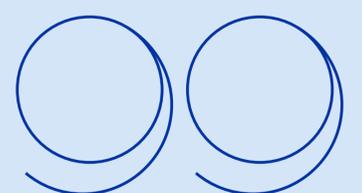
active clubs on campus



**“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

1<sup>ST</sup> Worldwide  
Distance  
Online MBA

QS 2021

---

5<sup>TH</sup> Worldwide  
Top MBAs of  
the Decade  
International  
MBA

P&Q 2020

---

2<sup>ND</sup> Worldwide  
Online MBA

Financial Times 2021

---

6<sup>TH</sup> Worldwide  
Master in  
Management

QS 2021

---

3<sup>RD</sup> Worldwide  
Executive MBA

The Economist WhichMBA 2020

---

9<sup>TH</sup> 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

