The Master

With a structure that allows you to keep a balance between work and classes, this program is designed to provide top managers with the latest skills in Strategic Communications, Business Management and Digital Strategies in order to increase corporate value in today’s complex and digital world.

Class Profile

**Professional Experience**
Senior and Middle professionals with more than 5 years of working experience

**International Background**
More than 100 different countries represented at IE

**Need a Balanced Life Between Work and Classes**
Have no time to stop for a whole year because of lack of time or personal reasons

**Interested In**
Business Management, Strategic Communications, Digital Communication, Marketing.

Career Opportunities

- Director of Corporate Affairs
- Online Media Strategist
- Senior Marketing Communication Manager
- Head of Internal Relations and Social Media Manager
- Reputation Manager
- Global Crisis Communication Manager
- Head of Public Relations and Media Relations
- Online Marketing Director
- Corporate Communication Officer
- Head of Campaign Unit
- Brand Manager

Houda Bennis
Corporate Affairs & Communication Manager at JTI (Japan Tobacco International), Morocco

It is a complete, well-structured program that taught me to analyze market insights. Through real case studies, I gained the skills necessary to develop strategies for global marketing communications. This is the essence of business that I was missing.”
 FINAL CONSULTING PROJECT

Students will have to propose a project based on a communication dilemma from their company. Under the guidance of IE strategy coaches, participants will work in teams as consultants in order to manage the project, applying all the skills learnt throughout the academic year.

Some examples of the Final Projects that our MCMCPT students have done:

<table>
<thead>
<tr>
<th>FACE-TO-FACE WEEK</th>
<th>IE MADRID ON-CAMPUS</th>
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</thead>
<tbody>
<tr>
<td>• 4 sessions per day</td>
<td>• 3-6 weekly readings</td>
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<tr>
<td>• 1 hour group session per day</td>
<td>• Weekly online forums &amp; debates</td>
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<tr>
<td>• 2-day media training in Media Studio in Segovia</td>
<td>• 2 live classes every 3 weeks</td>
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Please Note: The information contained in this brochure is subject to change. IE reserves the right to modify program content, regulations and policies when deemed appropriate and in the best interest of the IE community. Please contact the program management team should you have any queries.