

MASTER IN CORPORATE & MARKETING COMMUNICATION PART-TIME

MANAGEMENT + DIGITAL STRATEGIES

TYPE
MASTER DEGREE

INTAKE
APRIL

FORMAT PART-TIME
ONLINE + FACE-TO-FACE

LANGUAGE
ENGLISH

DURATION
1 YEAR

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.

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".

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

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



MCMCPT 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
- Visual Storytelling

02

BUSINESS AND MANAGEMENT

- Strategy
- Entrepreneurship
- Organizational Behavior and Human Resources Management
- Ethics and Corporate Governance

03

GLOBAL DIGITAL STRATEGIES

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

04

BUSINESS ANALYTICS AND RESEARCH METHODS

- Data Fluency
- Measuring Intangibles and Key Performance Indicators
- Research Methods in Communication

05

MARKETING

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

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:

citibank

PASHA Bank



PRONACA

GENSERENERGY

Café de Colombia

helvetia



FACE-TO-FACE WEEK

- 4 sessions per day
- 1 hour group session per day
- 2-day media training in Media Studio in Segovia



IE MADRID ON-CAMPUS

- 3-6 weekly readings
- Weekly online forums & debates
- 2 live classes every 3 weeks

MADRID			ONLINE				MADRID			ONLINE			MADRID
APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	
STRATEGIC COMMUNICATION													
BUSINESS AND MANAGEMENT						BUSINESS ANALYTICS AND RESEARCH METHODS							
GLOBAL DIGITAL STRATEGIES													
MARKETING													
Easter Break						Summer Break			Winter Break				
TERM 1						TERM 2							
FINAL CONSULTING PROJECT													



1ST TRIP.

(1 week) at the beginning of the Master

2ND TRIP.

(2 weeks) between the end of the 1st term and the beginning of the 2nd one

3RD TRIP.

(1 week) at the end of the program, which includes your graduation ceremony