MASTERS IN CORPORATE & MARKETING COMMUNICATION
MANAGEMENT + DIGITAL STRATEGIES

TYPE
MASTER DEGREE

INTAKE
OCTOBER

FORMAT
FULL TIME

LANGUAGE
ENGLISH

DURATION
10 MONTHS
MASTER IN CORPORATE & MARKETING COMMUNICATION
MANAGEMENT + DIGITAL STRATEGIES
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WHY STUDY CORPORATE & MARKETING COMMUNICATION AT IE?

CURRENT SITUATION AND CHALLENGES

We live in a fast-changing environment where companies are in continuous transformation as they merge, de-merge and new ventures are created. Not to mention that the digital media revolution has created new corporate challenges, forcing companies to reinvent the way they operate. In this newly emerging landscape, organizations need to: (1) be ready to rapidly adapt to the latest trends (2) magnify their reputation and brand; (3) create value and cultivate relationships with offline and online stakeholders.

“Above all, the MCMC program gave me better appreciation of how to bring a more academic mindset into my work. I’ve found myself regularly and directly applying research skills, convention-challenging techniques, case study methods, and much more.”

Greg Dost, U.S.A, Class of 2012
Senior Consultant, Deloitte Consulting, USA
The Master in Corporate & Marketing Communication satisfies the three main needs of today’s communication industry:

**UPDATE NEEDS**

Due to the digital revolution, corporate communication is constantly evolving. With the knowledge acquired in our program, you will learn to implement the latest practices and become critically aware, being able to anticipate all future developments within the profession.

- A crisis exploded online and went viral in few hours, how can I prepare my team for next time?
- I have to develop a social media strategy, but how do I start?

**SPECIALIZATION NEEDS**

When a financial crisis takes place, companies tend to cut funds in marketing and communications. By studying our program, you will learn how to develop Key Performance Indicators (KPIs) and will be able to show the value added to the company through communication initiatives.

- How can I show the value of my communication and marketing plan?
- How can I measure reputational risks?

**CAREER SHIFTING NEEDS**

Your profession might be going through critical times and you might like to reinvent yourself as a corporate communication professional.

- I have a passion for communication and corporate social responsibility, how can I make a shift in my career?
10 REASONS TO JOIN THE MCMC

**01** Excellent faculty: international professors who are working in director positions in the corporate communication and business field or who are recognized academics.

**02** Incredible experience on campus: thanks to 1) the networks you can create by joining IE clubs and with students from other programs, 2) IE Conferences you will attend and 3) due to IE’s location in the heart of Madrid.

**03** IE’s international prestige: sealed on your resume. IE Business School has been once again ranked #1 by Financial Times.

**04** Multicultural environment: IE has more than 90 nationalities on campus.

**05** Alumni network: you will be part of the life-long alumni global network comprising of over 50,000 former students in more than 100 countries.
IE’s innovative and practical approach to learning: focuses on real-world projects, case studies, multimedia simulators, debates, team projects and the most innovative corporate communication tools used in this industry.

Latest trends in communication: this program has been designed with the help of an Advisory Committee integrated by top international figures from the communication and business field, ensuring that all the sessions are based on the latest market trends and on the needs of today’s employers.

Communication + Management skills: students will apply the latest research into their knowledge of the communication field, based off managerial and analytical lessons taught by professors from IE’s World top-ranking Business School.

Bologna-compliant program: you will obtain an official degree that will enable you to do a PhD, if you decide to, at some point of your career.

Careers Management Center: you will count on the guidance and assistance that IE’s job bank offers after graduation.

“The Master in Corporate & Marketing Communication has been a great step forward in my career. I had the opportunity to relate and work with people from over 20 nationalities on finding solutions, from a managerial perspective, to complex communication and business related scenarios. The intense teamwork experience allowed me to make great friendships that I am positive will last for a lifetime. This has definitely been one of the best years of my life.”

Ana Carolina Bustamante, Venezuela, Class of 2015
Communication Specialist, Global Food Manufacturer, Venezuela
QUICK FACTS ABOUT THE MCMC

Passion is often what separates the conventional from the extraordinary. For the Master in Corporate & Marketing Communication we are looking for people whose vocation is Marketing + Communication + Management + Digital Strategies.

“Studying for the Master in Corporate & Marketing Communication has been one of the most unique educational experiences I have ever had. Starting with the rich and intense curriculum designed for the program; followed by the instructors who were experts in their fields; straight to the impressive talents in my class; I was able to unlock so many potentials that I did not even know that I had. Furthermore, the practical and entrepreneurial strategy used at IE helped me see myself as a ready-to-go brand, with unique benefits for the world of business.”

Juliet Essien, Nigeria, Class of 2015
Communication Specialist, International Air Transport Association, Nigeria
A FULL-TIME PROGRAM

This 10-month program is divided into three terms, each addressing the key areas of knowledge and skills required for professionals to achieve success in the corporate communication field. The Master in Corporate & Marketing Communication also includes a career fitness module, which prepares young professionals to build their future career.

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“The MCMC experience provided me with managerial skills and deepened my Corporate Communication competencies.”

Antoniya Kamenova, Bulgaria, Class of 2012 Corporate Communications Manager, ECM Technologies, Netherlands
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
You will develop a final consulting project for a real company, applying the skills that you learned throughout the program.

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

“The program has helped me to think outside of the box and to manage situations both at work and within the company. My recommendations for this program are: keep up with readings, explore your potential by trying new approaches in these studies and most importantly, enjoy IE. There is a life out there that will enrich your experience while studying.”

Idoya Maté, Spain, Class of 2011
Communication Specialist, Cartier, Luxury Goods, Spain
The final project is scheduled at the end of the program, giving participants the opportunity to apply all the knowledge acquired throughout the Master to a real-life case for a company. Students will work in teams under the guidance of IE strategy coaches and they will have to act as consultants in order to manage the project.

“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, Class of 2012
Brand Manager, LEGO - Consumer Goods, Toys Germany

One final project is selected for an award, which is presented to the winning team by the global public relations leader, Weber Shandwick.
These are some of the companies in which our students have been working:
PROGRAM STRUCTURE

APPLY WHAT YOU LEARN

IE’s innovative learning methodology focuses on active-learning using case studies, multimedia simulators, team projects, class debates and consulting projects in the communication and managerial field:

PRACTICAL HANDS-ON LEARNING

Work on real-life business and communication problems with industry experts and real clients.

WORLD-CLASS UP-TO-DATE FACULTY

Our faculty includes full-time academics and professors who work in senior managerial positions all around the globe, and who bring their day-to-day experience into the classroom.

EMPLOYMENT-FOCUSED CURRICULUM

Designed in conjunction with industry professionals and based on the needs of employers.

SPEAKERS AND EVENTS

Spanning across all of IE Schools, providing students with a rich source of new ideas and perspectives. Our students can also attend different talks and events with top international professionals.
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 activities organized by any of the IE Clubs.
The Master in Corporate & Marketing Communication allows candidates to create lifelong relationships with other students from different cultural and professional backgrounds. By studying at IE, students gain access to over 50,000 alumni spread across more than 100 countries.

**ACADEMIC BACKGROUNDS**

- 29% Business Administration, Management or Economics
- 25% Communication, PR, Advertising
- 22% Others
- 12% Journalism and Media Studies
- 5% Marketing
- 5% Arts and Humanities
- 2% Law

**PROFESSIONAL BACKGROUNDS**

- Corporate Social Responsibility
- Consultancy
- Corporate Affairs
- Journalism
- Corporate Communication
- Human Resources
- Public Relations
- Political Communication
- Advertising
- Marketing
- Entertainment

**GENDERS**

- 80% Female
- 20% Male

**AGE RANGE**

- Age Range 22-35 years old
- Professional Experience 0-6 years. Junior - Middle Profiles
INDUSTRIES

(TECHNOLOGY AND ELECTRONICS, HEALTHCARE, BANKING AND INVESTMENT, PHARMACY, ENTERTAINMENT AND MEDIA, SERVICES, POLITICS, FASHION, CONSUMER GOODS, HOSPITALITY, SPORTS, LUXURY, CONSULTANCY (IN HR, COMMUNICATION, STRATEGY AND SOCIAL MEDIA, NGO’S AND INTERNATIONAL COOPERATION).

NATIONALITIES

88% INTERNATIONAL STUDENTS

12% NORTH AMERICA
47% EUROPE
15% ASIA
15% LATIN AMERICA
10% AFRICA & MIDDLE EAST

LANGUAGES SPOKEN BY THE CLASS

OVER 69% OF THE CLASS SPEAKS 3 OR MORE LANGUAGES

COUNTRIES WHERE STUDENTS HAVE LIVED

67% OF STUDENTS HAVE LIVED IN TWO OR MORE COUNTRIES
CAREER OPPORTUNITIES

PLACEMENT REPORT

91% of the class found a job within the first 3 months after graduation: 48% in Communications.
43% Marketing/Sales and 10% in Consulting.
37% are junior managers and 43% are middle managers
96% stated that the program prepared them for their current job

Students found jobs in the private and public sector in industries such as: banking, consulting, retail, energy, telecommunication, non-profit, online services, chemical engineering & manufacturing, luxury goods and many more.

SAMPLE OF POSITIONS
Communication Manager
Global Reputation Manager
Crisis Manager
Public Relations Manager
Stakeholder Manager
Brand Manager
Online Marketing Director
Internal Relations Manager

SOME OF THE COMPANIES THEY WORK FOR
Burger King Food Industry
Alcatel-Lucent Telecommunications
Lenovo IT
Deloitte Consulting
Saatchi & Saatchi Advertising
Young & Rubicam Consulting
Cartier
Repsol
BNP Paribas Cardiff

AREAS

You can find the placement report of students from the Master in Corporate & Marketing Communication on our website: www.ie.edu/mcc
ABOUT IE

MORE THAN 30 GRADUATE PROGRAMS.

INTERNATIONAL CAREERS FAIR HELD ANNUALLY WITH THE PARTICIPATION OF MORE THAN 100 MULTINATIONAL ORGANIZATIONS.

56,000 ALUMNI HOLD POSITIONS OF RESPONSIBILITY IN OVER 100 COUNTRIES

SINCE 1973 FOCUSED ON ACADEMIC EXCELLENCE.

90 NATIONALITIES ARE REPRESENTED ON CAMPUS

29 INTERNATIONAL OFFICES AROUND THE GLOBE.

MORE THAN 500 PROFESSORS 28% OF WHOM ARE WOMEN.

MORE THAN 200 STUDENT AND ALUMNI ORGANIZATIONS AND CLUBS.

RECOGNITION

IE is a top-ranked school, according to prestiged international rankings:

3RD European Business School
Financial Times, 2017

2ND Worldwide Online MBA Programs

IE University is ranked No. 1 in Spain
No. 4 in Europe and 12 worldwide by global university rankings by youth incorporated
IE SERVICES FOR OUR STUDENTS

CAMPUS LIFE

The IE Experience is much more than just an academic experience. We want you to enjoy your time and take advantage of all the opportunities which may arise around you at IE. Our students take part in a wide range of cultural, social and sports activities, arranged by the students themselves, with the support of the Campus Life Office. Our current and former students at IE, proactive by nature, have started over 200 clubs in both Madrid and abroad, and they organize countless regional and cross sectorial events.
Some examples of the clubs we have are:

**Professional Clubs**
IE Net Impact Club, IE Marketing Club, IE Consulting Club, IE Entrepreneurship Club, etc

**Geographic Clubs**
IE Africa Club, IE Japan Club, Latin America Business Club, IE DACH Club, etc

**Social Clubs**
IE Music Club, IE Drama Club, IE Photography Club, etc

**Sports Clubs**
IE Football Club, IE Basketball Club, IE Running Club, IE Sailing Club, IE Rugby Club, etc

**IE VENTURE LAB**

The Venture Lab is IE’s startup accelerator where students and alumni are given the opportunity to launch their own ventures with the support of our expert mentor network, a series of startup workshops, and innovative exploration at Area 31 (our startup hub on campus). We accelerate 50 innovative, high potential startups a year of which we see up to 20% of teams go on to launch the venture and/or secure seed funding immediately upon graduation.
**WHY MADRID?**

If you decide to join us at IE, you will be part of more than a master’s program. Your learning will go beyond classroom training, it will extend to a rich array of on and off-campus activities, and the cultural and professional life in the city of Madrid.

**WHAT MAKES MADRID UNIQUE?**

Madrid is the capital of Spain and Europe’s fourth largest city. As the nation’s capital, Madrid is the epicenter of Spanish culture, business, and politics.

IE’s campus is around 20,000m² in size, spread across 17 buildings strategically situated in the Salamanca neighborhood - in the heart of the city.

Spanish is the native language to 500 million people worldwide and the world’s second business language. Learn it or improve it for free at IE, through extracurricular classes on campus.

As Madrid is strategically located in the center of Spain - the core of Europe - it is well-connected to all major Spanish cities and international destinations. You can travel throughout the academic year all around Europe, on short trips with affordable flight fares.

Madrid is the foremost financial and industrial center of the country. It is home to Spain’s largest stock exchange, as it hosts most of the important national and international companies.

Madrid’s geographical location gives it a priceless advantage: an excellent climate. Enjoy the weather, with a pleasant stroll on a sunny winter day, or sit down and enjoy the spring breeze in one of the many “Terrazas” (Spanish Cafés).

Madrid is also known for being a city that never sleeps. Every night you can enjoy hundreds of shows, bars, restaurantes and discos.
“Companies that continue to take a tactical short term approach to communicating with key constituencies will find it increasingly difficult to compete.”

MIT Sloan Management Review
At IE, we seek ambitious, motivated, and creative candidates with excellent academic and/or professional backgrounds.

For more information about the program or the admissions process, please contact:

Jonathan Nelson
Master in Corporate & Marketing Communication
Hst.admissions@ie.edu

FINANCIAL AID & SCHOLARSHIPS

Participants are eligible to apply to different financial aid options: internal scholarships, external scholarships and student loans. Further information is available at: www.ie.edu/scholarships

DOCUMENTS REQUIRED

To be considered for admission, a candidate should provide the following:

- Bachelor degree from an accredited university
- One-page CV
- Two letters of recommendation
- Official university transcripts (certified translation into English or Spanish)
- Photocopy of current passport
- One passport-size photo
- Duly completed application form, including all supporting documents
- Application fee 125€ (non refundable and payable by credit card or cash)
- “English language certificate for non-native English speakers (Cambridge Proficiency, TOEFL, IELTS). A certificate is not required if you completed an undergraduate degree in English”
- IE Global Admissions Test (you may provide a GMAT or GRE instead)

ADMISSION

HOW TO APPLY

At IE, we seek ambitious, motivated, and creative candidates with excellent academic and/or professional backgrounds.

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Jonathan Nelson
Master in Corporate & Marketing Communication
Hst.admissions@ie.edu
ADMISSION PROCESS

The process is divided into three steps:

- Submission of Application Form and Documents
- Personal Interview
- Final Decision
A WORD FROM THE DEAN AND THE ACADEMIC DIRECTOR

Gone are the days when being an exceptional communicator was enough to achieve a successful career. Demands have grown tremendously. If you want to create business value from communication in today's environment, you need to obtain the skills to face the latest trends of this industry.

The Master in Corporate & Marketing Communication trains junior and mid career professionals to strengthen and update their knowledge to manage reputation and communication with stakeholders in order to increase corporate value in today's complex and digital world.

The advantage of joining our program is threefold: 1) You will get an update of the hot areas in corporate communication; 2) You will learn how to bridge the gap between business and communication, and finally, 3) You will live an incredible experience in Madrid.
with a multicultural and entrepreneurial environment.

If you want to become a communication professional with a business mindset and you feel ready to undertake this innovative, practical and enjoyable learning experience along with a selected number of young professionals from all around the world, we invite you to join IE’s Master in Corporate Communication.

Begoña González-Cuesta, PhD.
Dean of Communication and Media at IE School of Human Sciences and Technology. Professor of Visual Storytelling, and Representation and Ethics

María Eizaguirre Diéguez
Academic Director
Master in Corporate & Marketing Communication
IE’S GLOBAL PRESENCE

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