Master in Digital Marketing
Digital Performance + Strategy + Customer Analytics
Master in Digital Marketing

The way we buy, consume, access information and content, interact with brands and communicate with each other is changing radically. As a response, marketing professionals have become customer-centric in order to understand their audience and be able to predict their behaviors on and offline.

The fast pace of this digital disruption has brought Digital Marketing front and center, and pushed it to merge with traditional marketing in an omni-channel world where consumers engage with brands through various touchpoints—physical stores, mobile, web, and social media. Marketers now need to provide a seamless experience, regardless of channel or device. Marketing today means marketing for a digital world.

Digital Marketing is about:
- Understanding digital platforms and channels.
- Defining an integrated omni-channel marketing strategy fit for the new, digital world.
- Managing and maximizing digital performance through analytics.

In a highly competitive business setting, the role of marketing has become key in determining the profitability of any organization. Companies are now fully aware of the value that proficient digital marketers bring to their business activities and are seeking talented professionals able to create and manage effective and efficient strategies.

In the Master in Digital Marketing (MDM) at IE’s School of Human Sciences & Technology (HST), you will learn the basic building blocks of marketing, and you’ll obtain the comprehensive skills needed to become a well-rounded expert in digital marketing. You will acquire the industry experience and digital know-how to be able to engage potential customers and turn possibilities into results.

"Internet Video Traffic will be over 80% of all consumer internet traffic by 2019."

Forbes.com

"Digital marketing spending will top $100 billion and account for 35% of all marketing spending by 2019."

Forrester.com

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**Your MDM journey**

The Master in Digital Marketing trains students to understand the behaviors of today’s digital consumers through analytics, define comprehensive strategies to optimize customer engagement and transform data into action to maximize digital performance.

In this program you will be taught by industry experts using hands-on and practical methodologies in order to really understand the challenges digital marketing professionals face in today’s workplace. You will also develop your strengths in project management, team building and communication.

The four main areas of knowledge and some of the main topics covered are:

- **MARKETING FUNDAMENTALS**
  - Brand Strategy, Marketing Plans, eCommerce Platforms, Product & Service Innovation...

- **DIGITAL CUSTOMER MANAGEMENT & ANALYTICS**
  - Digital Customer Intelligence, Management and Engagement, Consumer Behavior & Insights...

- **DIGITAL MARKETING COMMUNICATIONS AND TOOLS**
  - Marketing Automation, SEO/SEM, Omni-channel Content Distribution, Communication Strategy...

- **TEACHING METHODOLOGY**
  - Active Discussion, Team Projects, Business Simulations, Practical Workshops, Consulting challenges in real companies...

- **TECH & MANAGEMENT SKILLS**
  - Digital Visualization, Digital Tech Innovation, Project Management...

The MDM will offer unique opportunities to accelerate your career and increase your hiring potential in the job market. The program will allow you to:

- Gain experience after graduation through paid internship opportunities in marketing departments of leading organizations around the world.
- Boost your resume and advance skills in areas that employers are looking for with accelerated Google Analytics* and Hubspot* certification programs.
- Establish a solid foundation in during first-month Bootcamps in key topics such as Business, Finance & Statistics.

* Illustrative – exact tools will be defined soon.

Go to [ie.edu/mdm](http://ie.edu/mdm) for more detailed information on the program structure and content.
Why you should enroll in this program

1. Develop the most relevant and up to date digital marketing skills to be able to become a desired professional in the new marketing ecosystem that is going digital.

2. Study a unique Master in Digital Marketing, strategically designed with the perfect balance of marketing fundamentals and the digital skills necessary for an impactful career in today’s digital world, at IE, a top-ranked academic institution.

3. Get hands-on experience in the real world of work through business-oriented consulting projects, accelerated certifications, Bootcamps, and internships with top companies.

4. Access high-impact marketing career opportunities in multinational companies, startups, marketing & communications agencies and consulting firms across various industries.

5. Study in Madrid, a cosmopolitan city that is rapidly becoming a digital marketing hub. In addition, Madrid is a Spanish-speaking city, the second most spoken language in the world!

Training for the future

Curious, creative, analytical, and strategic... does this sound like you? If so, then the **Master in Digital Marketing** is your path to carving out a high-impact career in digital marketing.

**OUR IDEAL CANDIDATE**

**PROFESSIONALS AND STUDENTS FROM DIVERSE BACKGROUNDS:**

- BUSINESS
- MARKETING
- COMMUNICATIONS
- ADVERTISING
- SOCIAL SCIENCES
- TECH

In this program, you will learn from industry leaders and seasoned experts who are spearheading disruptive digital marketing activities. Our faculty includes a mix of specialists in Strategic Marketing and leading experts in digital environments with the perfect balance between real-world business experience and top academic backgrounds.
Careers in digital

Career opportunities in digital marketing are growing exponentially as consumers spend more and more time online. For example, according to Statista, US adult average daily time on social media and watching digital video content has almost doubled in the last five years, reaching 135 minutes and 75 minutes, respectively.

As the demand for digital marketing savvy increases, 64% of recruiters report there is a shortage of skilled marketing professionals.

Forbes.com

The MDM prepares graduates for successful careers in areas such as:

- SEO/SEM
- Brand management
- Customer Analytics Management
- Marketing consulting.

Find endless opportunities in consumer goods multinationals, tech companies, marketing agencies or even in music and entertainment, politics, NGOs and sports teams.

With this program, there are no limits to how far your digital marketing career can take you.

Want to kick-start your MDM journey or need more information? Contact Hst-admissions@ie.edu or visit www.ie.edu/mdm

UNIVERSITY PRIVATE DEGREE
This is a University Private Degree from IE Universidad*, and taught in IE School of Human Sciences and Technology. More information on what earning a University Private Degree from IE Universidad entails here: www.ie.edu/official-and-private-degrees/

*IE Universidad is a University officially recognized by the Spanish education authorities, allowed to grant both University Official Degrees (Bachelors, Masters and PhD degrees), which are specifically regulated and accredited by Spanish Ministry of Education and University Private Degrees (Master), which are specifically designed by the University towards the professional application of their studies and the constant update of higher education, preserving the educational standards of excellence of IE. Both types of degrees are equally backed by the rigor and prestige of IE University.
About IE’s School of Human Sciences & Technology

Your parents probably weren’t behavior designers, cyber analysts, digital transformers, reputation strategists, or data scientists. In fact, some of these positions didn’t exist five years ago.

We’re witnessing an unprecedented shift in the job market, driven by new needs created by technology.

The School of Human Sciences and Technology (HST) is responding to this shift. We saw the demand for future-forward multidisciplinary professionals with tech-based foundations, and we handcrafted 15 master’s degrees—and counting—to give the industry the versatile and future-forward talent it needs.

HST is a career-focused and constantly innovating school that prepares students for the new economy, whether it be in big data, customer experience, or digital media. HST prepares career-focused graduates for success in three main areas that are undergoing rapid growth and total transformations in the new world of work:

CORE AREAS OF HST

**MARKETING, COMMUNICATION & THE CUSTOMER**
The exciting world of big brands, marketing departments, integrated communication agencies, digital media production studios, customer experience design firms, digital marketing consulting firms, and consumer insights research. This world is about connecting customers, products, services and companies.

**DIGITAL TECH & DATA SCIENCE FOR BUSINESS**
The wild world where data and tech drive radical improvements in business performance. Think data science, artificial intelligence, bots, IoT, blockchain, virtual and augmented reality, robotics, and the digital technologies just around the corner. This world is about bridging tech and business under the umbrella of Sparking digital innovation in any function, any company, and any sector.

**PEOPLE, BEHAVIOR & TRANSFORMATION**
The high-impact world centered on human insights – understanding and influencing the behavior of customers, employees, voters and citizens, family members and individuals in challenging situations. Think behavioral experiments, in-store observations, talent development and training, positive leadership, campaign and policy nudging, health and wellness interventions, and community service. This world is about Lifting people in the diverse contexts in which they work and live.
For HST, the end goal is to train the next generation of changemakers through programs taught by the best professionals in the industry who understand the nuances of technology, human behavior and communication, and how these are intertwined.

Our groundbreaking programs are delivered in formats tailored to your lifestyle, so you can combine working and studying at the same time (Part-Time programs) or opt for a totally immersive year in Madrid (Full-Time programs).

Go to www.hst.ie.edu for a full list of our programs.

The best part? Our programs are designed for all kinds of profiles. Every year, HST takes in students from all over the world with diverse backgrounds ranging from business, to law, arts & humanities, finance, engineering...

What we look for is that you have an insatiable appetite for the unknown and an attitude that pushes you to not just embrace change, but drive it.

THE WORLD OF WORK IS CHANGING.
WILL YOU CHANGE WITH IT?