

Placement Report
Master in Corporate
& Marketing
Communication
2020 Graduates

CONTENTS

4 Introduction

6 2020 Graduates' Profile

8 Graduates' Professional
Background

10 Current Career Placement

14 Your Success, Our Purpose

16 IE for Life

18 International Offices

Introduction

At IE University, the mission of our IE Talent and Careers team is to enhance and secure student success. By staying on top of the latest industry trends and insights, our career services help both students and alumni find their place in the professional world.

Each year, we take great pride in showcasing the professional accomplishments of our Master in Corporate & Marketing Communication students. This year is no exception, as we share insights on the various career paths of our 2020 graduates. Against a challenging economic backdrop, our global recruiting outreach has proven effective at providing opportunities for candidates who have a broad understanding of today's business trends and landscape. Through hands-on learning, they have gained specialized knowledge in a wholly functional area.

Today's business landscape is made up of companies in a state of continuous transformation, where new ventures, mergers and demergers are the norm. And that's without mentioning the challenges corporations are facing with the transformation of digital media. In this environment, organizations need to adapt to the latest trends, solidify their brand reputation and forge lasting connections.

This is why corporate communication professionals are crucial assets in continued business success, making sure companies quickly adapt to the latest trends, while cultivating strong relationships with on- and offline stakeholders. In this way, they are

able to guide their organizations to avoid crisis or reputational risks through branding and reputation management.

A high percentage of our students have found jobs, with 93% of them working within three months of graduating. Of the employed students, 48% went on to work in communications, 43% in marketing/sales and 10% in consulting. In terms of location, 71% of our students are working in the EU and 13% in LATAM. With 96% stating that the program prepared them for their current job, 37% have now become junior managers and 43% are middle managers. Some of this year's top on-campus recruiters are: Accenture, Nike, Amazon and P&G. What's more, with entrepreneurship being one of IE University's main values, many of our students have gone on to start their own companies after finishing their program.

These graduates follow in the footsteps of those who make up IE University's impressive global network of over 65,000 alumni. Based in more than 100 countries around the globe, our alumni hold high-level positions in varying industries and leading organizations within the public, private and non-profit sector.

Eva Valbuena
Head of Talent & Careers IE University



Julie Skogheim Master In Corporate & Marketing Communication

Nationality
Norwegian

Current Position
Senior Advisor at Corporate
Communications AS

Position before the program
Internal Communication Lead at
Snohetta



I'm still in touch with many of the people I met at IE, and they're a great support both personally and professionally. I'm also happy to see that the network keeps on expanding after going back home – there's so much engagement and initiative in the IE alumni community!



2020 Graduates' Profile

50
TOTAL NUMBER
OF STUDENTS

25
AVERAGE AGE

3
YEARS AVERAGE WORK
EXPERIENCE

27
NUMBER OF
NATIONALITIES

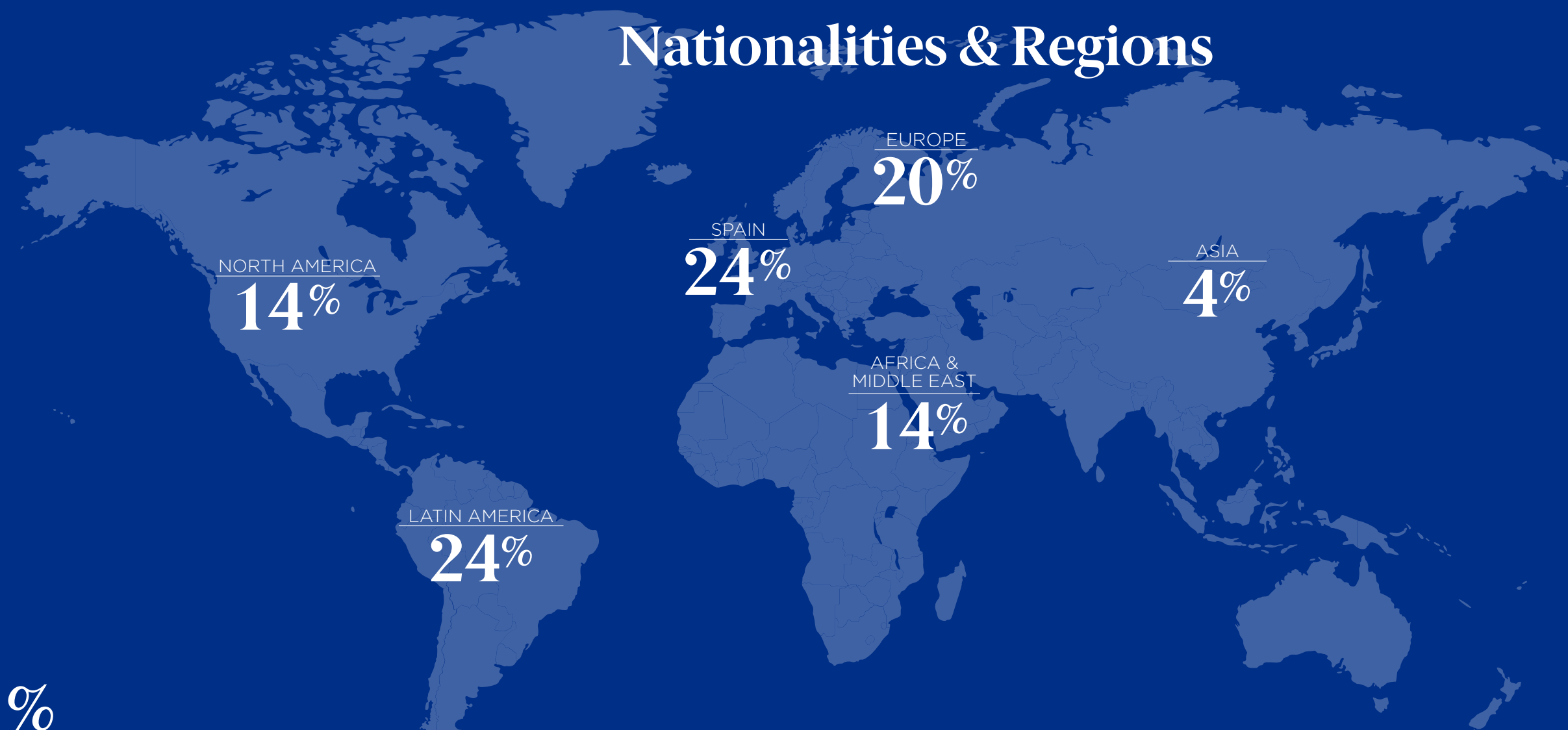
81%
INTERNATIONAL

GENDER





10%
MALE

90%
FEMALE

Nationalities & Regions



Academic Background

	BUSINESS	28%		ECONOMICS	4%
	HUMANITIES	24%		LEGAL	4%
	OTHERS	20%		SCIENCE	2%
	SOCIAL SCIENCES	18%			

Where our students were working before starting the program

Industry / Sector

Background	% of students	Background	% of students
Marketing / Advertisement /Communication	16,3%	Real estate / Construction	2,9%
Technology /Telecommunications	9,6%	Sports	2,9%
Consumer Products & Retail	8,7%	Legal / Services	2,0%
Media / Entertainment	8,7%	Agribusiness, Fish & Livestock	1,9%
Tourism & Hospitality	8,7%	Healthcare / Pharma / Biotechnology	1,9%
Government / NGO	6,7%	Transport / Logistics	1,9%
Banking / Insurance / FinancialServices	5,8%	Auditing	1,0%
Consulting	3,8%	Automotive	1,0%
Education	3,8%	Chemical / Energy & Utilities	1,0%
Other	3,8%	Design & Graphic Arts	1,0%
Fashion	2,9%	Industrial Products	1,0%
Luxury goods	2,9%		



Companies represented in class











Where our graduates are working now

Sector	% of Alumni
Consumer Products & Retail	27,3%
Consulting	22,7%
Other	15,9%
Technology	13,6%
Industrial	11,4%
Tourism & Hospitality	4,6%
Finance/Banking/Insurance/Fin.Services	4,5%

Function	% of Alumni
Marketing - Brand Marketing	52,3%
Other	22,7%
Consulting	6,8%
Human Resources	4,5%
Sales / Key Account Management	4,5%
Product Management	2,3%
General Services/Administration	2,3%
Business Development	2,3%
General Management	2,3%

Region



Raquel Adalid

Master In Corporate & Marketing Communication

Nationality
Spain

Current Position
Creativity, Loewe / Artist, Chole's Clue

Position before the program
Communication Manager at Houtique

My MCMC class was very connected and I have a very close relationship with a lot of them, mainly with the ones that are still living here in Madrid. They have become not only family but also a strong network.

Top Hiring Companies



Job seekers who received a job offer within 6 months after graduation **86,4%**

Job Role Titles

General Manager	Digital Account Executive
Public Relations Communications	Digital Content
Brand Analyst	Marketing & Communication Consultant
Business Development	PR Events and Media
Chief Strategist	E-commerce and Digital Marketing Coordinator
Senior Brand Storyteller	Entrepreneur Selection, Growth & Operations Manager



Valentin Schoettle
Master In Corporate & Marketing Communication

Nationality
Germany

Current Position
Manager Global Sports Sponsorship at Hugo Boss

Position before the program
Global Strategic Marketing Intern at Hugo Boss

Embrace the process, learn from your mistakes, and your journey will unfold in ways you didn't think are possible.

YOUR SUCCESS, OUR PURPOSE

IE University is considered one of the world's leading universities by international journals such as Bloomberg Businessweek, Financial Times, The Economist, and The Wall Street Journal, and by international companies actively recruiting our graduates. By studying at IE University, students graduate with a brand recognized for its excellence among recruiters.

WE'RE HERE TO HELP YOU KICK START YOUR CAREER

Our Talent & Careers Department's mission is to guide and empower our community of students and alumni in their career journey.

Our growing team works closely with more than 1,800 international recruiters, with the constant aim to match and connect directly the right talent with the right need.

IE Talent & Careers makes a two-fold commitment: with students and with companies.

OUR EVENTS

The incredible variety of our events allows students to engage with companies at a whole other level. In 2021, we hosted more than 180 virtual and physical events with recruiting partners.

- Talent Forums
- Company Presentations
- Interviews and Assessment Centers
- Business Competitions
- Panels
- Workshops
- Conferences
- Networking activities with IE clubs
- Webinars
- Livestreams



1,800

RECRUITING PARTNERS

5,600

JOB OPPORTUNITIES

MAKE THE MOST OF IT

During your time at IE, you will meet with us throughout career education workshops and events, designed to help students land the job of their dreams.

Reach out to our dedicated Careers Team and we will assist you in defining your very own career strategy via personalized career advising sessions.

On the IE Career Portal, find a curated collection of resources and access exclusive job offers.

IE's bi-annual Talent Forum is the largest of our recruiting events. All attending companies are actively recruiting for positions matching IE profiles.

VISITING COMPANIES

In the academic year 2019/2020 we welcomed +190 recruiting partners on our on-campus facilities, including:

TECH



FINANCE



CONSULTING



PHARMA



FMCG / LUXURY / RETAIL



INDUSTRIAL / ENERGY



INTERNATIONAL DEVELOPMENT



REAL STATE / ARCHITECTURE AND DESIGN



IE FOR LIFE

Belonging to IE alumni comes with essential benefits

IE benefits continue on for life; as an IE alumni, you are an integral part of our family and we are here to help guide you at every stage of your professional journey. IE for Life is a suite of benefits designed to give back to our alumni community with exclusive ongoing education, career and networking resources.

Discover and connect to IE alumni around the world

- Search our online Alumni directory
- Join more than 60 clubs worldwide

Take advantage of the following career services

- Career advising at IE, included up to two years after graduation
- Lifetime access to IE's Career Portal, over 7,000 positions posted annually and leadership skills resources

Loyalty discounts just for you

- on further studies at IE of up to 25%
- on purchases at the official IE Store (15%)
- on third party services (Spain, Italy, Portugal, Greece, Mexico)
<https://benefits.ie.edu/>

Keep learning with us:

- Access to webinars and research insights



Enhance your alumni benefits



ALUMNI PLUS

1-hour Executive Career coaching (online or face-to-face) and Career webinars.

Up to 40 lectures (online or face-to-face) with prominent IE professors.

Online subscription to El País, Expansión, El Mundo and the Wall Street Journal (valued at € 750).

Speed-networking events and preferential pricing to IE Alumni flagship events.

*Included during 2 years upon graduation.



CAREER BOOSTER

Premium access to Korn Ferry Advance platform with:

- unlimited, personalized 1-to-1 coaching sessions.
- resume parsing analysis to see how recruiters process your resume.
- AI-based interview preparation app.

Premium access to GeniusMesh, a confidential Executive MBA talent network of 20 top business schools and unpublished leadership roles.

*Alumni Plus Membership required.



LIFELONG LEARNING BOOSTER

Access to one Executive Education short program or one High Impact Online Program (list price up to €4,000).

50% scholarship for a second program or Executive Summer School.

*Alumni Plus Membership required.

International Offices

IE INTERNATIONAL DEVELOPMENT: BUILDING COMMUNITY AND NETWORKING AROUND THE WORLD

Based in 30+ offices worldwide, our 150-strong recruitment staff search far and wide for top international talent. This begins a life-long relationship that lasts even after graduation. With over 5,000 events per year in more than 100 countries, our International Development team provides support to our candidates, students and alumni.



*Attend one
of our events*

CLOSE TO YOU, CLOSE TO COMPANIES

Close relationships with leading global companies and start-ups place us in the heart of corporate and entrepreneurial ecosystems. Join over 1,000 career-focused events, including industry-oriented conversations with IE experts, or take part in career fairs organized alongside IE Talent and Careers. Beyond the events, you can connect with top alumni or tap into local entrepreneurial ecosystems in your region, all the while benefiting from expert research on the future of the workplace.

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