

Placement Report

Master in

Corporate & Marketing

Communication

Part-Time

2020 Graduates

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Introduction

At IE University, our IE Talent & Careers team strives to enhance student success. Our students advance their standing in the professional world with the guidance of our careers team, who are constantly working to stay on top of the latest industry trends and recruitment drives.

Each year, we take great pride in showcasing the professional achievements of our Master in Corporate & Marketing Communication students—and this year is no exception. Our 2020 graduates from the part-time program have made strides in their international careers. Through hands-on learning, they have gained specialized knowledge and honed their communications skill set, unlocking impressive career paths.

Today's business landscape is in a state of continuous transformation, where new ventures are the norm. Our global recruitment outreach has proven effective at providing professional connections for new graduates, turning the challenge of digitalization into an avenue of opportunity. Organizations of the future must learn to adapt and drive continuous transformation—and that's where our students and alumni come in.

Now more than ever, agile corporate communication professionals are crucial assets to lasting business survival. They navigate their organizations through eras of change, helping to avoid a crisis and managing reputational risks through powerful digital communication.

In our part-time program format, many of our students studied while continuing to work, gaining

experience outside of the classroom. Since beginning the program, 88% of them have changed their job position, reflecting IE University's commitment to programs that are highly relevant to today's business landscape.

Of those that have already taken their next professional step, 16% went on to work in consulting and 68.4% secured marketing or sales roles. With entrepreneurship being one of IE University's core values, we're thrilled that an additional 5.3% of our graduates went on to start up their own businesses. In terms of location, our students are working in all four corners of the globe, with 23.8% in Western Asia and 9.6% in Latin America.

By zoning in on transformative leadership, IE University also prepares students for management roles. Some of our 2020 graduates have gone on to become senior account managers and communications directors, paving the way for future success in their companies. Among this year's top recruiters were industry giants such as CNN, Diageo, the International Trade Centre and HP, to name but a few.

These graduates are the latest members of IE University's global network made up of over 65,000 alumni. Across more than 100 countries around the world, our alumni hold high-level positions in diverse industries and leading organizations.

Eva Valbuena
Head of Talent & Careers IE University



Lina Brinkschulte Master in Corporate and Marketing Communication Part-Time

Nationality
German

Current Position
Corporate Communications at
Deutsche Telekom AG



I learned a lot about myself. I think I found my place better in my professional surroundings, but the program also helped me understand a lot of cultural differences. It was super interesting to work with classmates from all over the world and it helped me realize some very German things about myself.



2020 Graduates' Profile

Nationalities & Regions

17

TOTAL NUMBER OF STUDENTS

32

AVERAGE AGE

8

YEARS AVERAGE WORK EXPERIENCE

20

NUMBER OF NATIONALITIES

70%

INTERNATIONAL

GENDER

30%

MALE

70%

FEMALE

NORTH AMERICA
6%

SPAIN
29%

EUROPE
12%

ASIA
6%

AFRICA & MIDDLE EAST
24%

LATIN AMERICA
23%

Academic Background



BUSINESS/ECONOMICS

32%



ENGINEERING

7%



COMMUNICATION

21%



ARCHITECTURE & DESIGN

7%



INTERNATIONAL RELATIONS/POLITICAL SCIENCE

14%



LAW

4%



HUMANITIES

11%



SCIENCE

4%

Where our students were working before starting the program

Industry / Sector

Background	% of students
Education	19%
Government/NGO	17%
Marketing/Advertisement/Communications	14%
Technology/Telecommunications	11%
Banking/Insurance/Financial Services	8%
Consulting	8%
Media/Entertainment	8%
Real Estate/Construction	6%
Agribusiness	3%
Consumer Products & Retail	3%
Design & Graphic Arts	3%



Companies represented in class

Avianca Holdings S.A.

CREDIT SUISSE 

Deutsche Telekom 

El Confidencial

nChain 

Ogilvy

ROSEWOOD
HOTELS & RESORTS

STC
الاتصالات السعودية 

stc

Where our graduates are working now

Sector	% of Alumni
Consumer,Luxury and Retail	32%
Other	17%
Consulting	16%
Finance/Banking/Insurance/Fin.Services	11%
Government	6%
Healthcare	6%
Media / Entertainment	6%
Technology	6%

Function	% of Alumni
Marketing	57,9%
Other	10,5%
Sales	10,5%
Strategy	10,5%
Consulting	5,3%
Entrepreneur	5,3%

Job Location	% of Alumni
Southern Europe	23,8%
Western Asia	23,8%
Western Europe	14,2%
Northern Europe	9,5%
Other	9,5%
South-eastern Asia	4,8%
South America	4,8%
Northern America	4,8%
Central America	4,8%



Akiko Perona Master in Corporate and Marketing Communication Part-Time

Nationality
Japanese

Current Position
Chief, Communication and
Information Technology Support
Unit, United Nations Institute for
Training and Research

Position before the program
United Nations volunteer In
Ethiopia



The Master's program gave me not only the academic underpinning in marketing and corporate communication, but also confidence in the current work in managing the overall communication at the UN Institute. Personally, I feel very lucky to have met the amazing group of my classmates all of whom are an inspiration to me.



Top Hiring Companies



DIAGEO



L'ORÉAL



Students who have changed their job position since starting the program: **88%**

Job Role Titles

Social Media Specialist

Director of Public Affairs and Sustainability

Director, Communications & Corporate Development

Senior Manager, Corporate Affairs

Marketing Communication Director

Senior Account Manager



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

BENEFITS FOR OUR GLOBAL COMMUNITY:

- IE events, masterclasses and workshops led by IE professors
- Corporate partnerships
- Venture Days
- Networking and social events for alumni and students
- Global Alumni Weekends
- “Glocal” network
- Worldwide conferences
- Career opportunities for alumni and students
- Alumni clubs

Find us at one of our international offices

[Know More](#)

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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