

Placement Report
Master in
Corporate & Marketing
Communication
2021 Graduates

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Introduction

IE University is internationally recognized for academic and professional excellence, and the IE Talent & Careers team is no exception to this standard. Our mission is to help students find their place in the professional world. By working individually with students and alumni, the career services team is here to support our graduates throughout their path to success.

That is why we are very proud to witness the many professional accomplishments of our Master in Corporate & Marketing Communication cohort. This program is home to strategic visionary leaders, and our career services team helped these trailblazers navigate a smooth transition into the workforce and meet their personal and professional goals.

We are pleased to present this report and share some insights on the different career paths chosen by our 2021 Master in Corporate & Marketing Communication graduates. No matter the journey they have chosen, we are confident that they will continue to do great things and make a positive impact on the people and communities around them.

This year showed us how quickly we must adapt to a constantly changing world. In light of the digital revolution, businesses now need to provide new forms of engagement, open innovation and brand co-creation for today's savvy consumer. Therefore, organizations are looking for leaders who can drive growth through marketing, communication, branding and reputation management.

Thanks to our hands-on teaching methods, an understanding of the broad picture of business realities and trends, and specialization options in various

functional areas, our Master in Corporate & Marketing Communication students are now in high demand. Amid challenging economic times, our global recruiting outreach has proven to be very effective for these candidates.

Our Master in Corporate & Marketing Communication graduates show beyond doubt to be crucial assets in the world of work as 97% of them got a job within six months of graduation, with over 85% working outside of their country of origin. Currently, 70% of them are working in sales, marketing and operations positions, and BCG, Kellogg Company and Good Rebels are among the top recruiters from this program.

Graduates of the Master in Corporate & Marketing Communication are following in the footsteps of all those who came before them in other programs as part of IE University's impressive global network of over 70K alumni. Our alumni are based in over 100 countries around the globe, holding high-level positions in all types of industries and organizations within public, private and non-profit sectors.

This network is a huge asset to students, alumni and the Talent & Careers team. No matter where your career takes you, you can count on the IE Community to connect with businesses, nonprofits and governments across the globe.

IE Talent & Careers Department



Eleonora Manzo

Master in Corporate & Marketing Communication

Nationality
Italian

Current Position
Consultant at the Insights Centre - KPMG

Position before the program
Marketing Consultant - Experientia



The program helped me to be more self-confident while presenting in front of a huge audience. It has been extremely useful to improve several soft skills, such as storytelling and public speaking. Moreover, thanks to the outstanding professors, I have boosted my knowledge in many diversified fields.



2021 Graduates' Profile

Nationalities & Regions

38
TOTAL NUMBER
OF STUDENTS

25
AVERAGE AGE

3
YEARS AVERAGE WORK
EXPERIENCE









18
NUMBER OF
NATIONALITIES

GENDER

24% MALE 76% FEMALE



Academic Background



	BUSINESS	36%		HUMANITIES	9%
	OTHERS	24%		LEGAL	3%
	SOCIAL SCIENCE	13%		SCIENCE	3%
	ECONOMICS	9%		TECHNOLOGY	3%

Where our students were working before starting the program

Industry / Sector

Background	% of students
Marketing, Advertisemenent, Communication	17%
Media, Entertainment	10%
Education	9%
Government / NGO	9%
Other	9%
Consumer Products & Retail	6%
Technology, Telecommunications	6%
Tourism & Hospitality	6%
Consulting	5%
Fashion	4%
Industrial Products	4%
Real estate, Construction	4%
Banking, Insurance, Financial	3%
Healthcare, Pharma, Biotechnology	3%
Luxury Goods	2%
Agribusiness, Fish & Livestock	1%
Chemical, Energy & Utilities	1%
Design & Graphic Arts	1%

Some of the companies represented in class
















Where our graduates are working now

Sector	% of Alumni
Technology	31%
Media / Entertainment	24%
Consumer, Luxury and Retail	21%
International Development + Social Impact	9%
Legal Services	9%
Industrial	5%

Function	% of Alumni
Marketing Roles	35%
Consulting Roles	25%
Sales Roles	15%
Operations Roles	5%
Strategy Roles	5%
Other	15%

Job Location	% of Alumni
Spain	68%
LATAM	10%
Europe (Rest)	7%
North America	7%
Benelux	4%
MEA	4%



**Adedoyin
Jaiyesimi**

Master in Corporate
& Marketing
Communication

Nationality
Nigeria

Current Position
Co-Founder of The Comms
Avenue

Position before the program
Acting Team Lead, Policy
Commission and PPD Operations
SupportActing Team Lead, Policy
Commission and PPD Operations
Support Nigerian Economic
Summit Group (NESG)

My experience at IE was completely eye-opening. I received well-rounded knowledge through the variety of courses we had to take in my program.

Top Hiring Companies

BCG

Kellogg's

bluemedia

Barilla

eurofins

KPMG

Mondelēz
International

+simmons
simmons

GORILLAS

EUROPEAN
COUNCIL
ON FOREIGN
RELATIONS
ecfr.eu

RED VENTURES

CLARITY



Job seekers who received a job offer
within 6 months after graduation

97%

Job Role Titles

Account Manager
Brand Activation Specialist
Brand Protection Consultant
Chief Communications Consultant
Customer Marketing
Marketing

Marketing and Business Development
Project Manager
Public Relations and Publicity
Research
Sales and Marketing Consultant
Technology and Innovation

YOUR SUCCESS, OUR PURPOSE

IE University is considered one of the world's leading schools 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 2,000 recruiting partners, 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 282 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



2,000

RECRUITING PARTNERS

8,300

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 2020/2021 we welcomed +190 recruiting partners on our on-campus facilities, including:

BANKING / INSURANCE / FINANCIAL SERVICES



CONSULTING



McKinsey&Company

CONSUMER PRODUCTS & RETAIL



GOVERNMENT / INTERNATIONAL ORGANIZATIONS & SOCIAL IMPACT



HEALTHCARE / PHARMA / BIOTECHNOLOGY



INDUSTRIAL PRODUCTS



TECHNOLOGY / TELECOMMUNICATIONS



IE FOR LIFE

Belonging to IE alumni comes with benefits that carry on for life

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

- Connect and Network with more than 71,000 Alumni in your field, city or industry
- Discover and join over 82 Alumni Clubs and attend exclusive IE events such as our Global Alumni Weekend

Take advantage of the following career services

- Career advising at IE, included up to two years after graduation
- Discover job postings with lifetime access to the IE Career Portal with over 8,300 position posted annually and leadership skills resources

Get ready for your next career move

- Participating in workshops and mentoring opportunities with other Alumni.

Keep learning with us:

- Stay competitive in the marketplace with ongoing learning opportunities: Coursera online courses, access to research insights and more



Alumni Plus membership



Upon graduation, we wish to support our IE Alumni to smoothly transition into their next career role.

Recent graduates receive 2 years of complimentary membership of Alumni Plus which includes Career Coaching, Networking Events, Masterclasses with IE professors, and online newspaper and library resources.

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
- “Glocal” network
- Worldwide conferences
- Career opportunities for alumni and students

Find us at one of our international offices

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.

Know More



