CAREER REPORT

2023

MASTER IN

DIGITAL MARKETING

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INTRODUCTION

IE Business School's Master in Digital Marketing is a comprehensive program that equips students with the skills and knowledge needed to navigate the ever-changing landscape of digital marketing. The program covers topics such as data analytics, social media marketing, search engine optimization, and digital advertising, and emphasizes the importance of staying up-to-date with the latest trends and technologies in the field. The program also includes a strong focus on ethics and sustainability in digital marketing, ensuring that students are prepared to make responsible and ethical decisions in their future careers.

Throughout the duration of class, it is common for participants to collaborate with companies and organizations to apply their knowledge and skills to real-world marketing challenges. This hands-on approach allows students to gain valuable experience and develop a portfolio of work that showcases their abilities to potential employers. Overall, the Master in Digital Marketing at IE Business School is a comprehensive program that prepares students for a successful career in digital marketing, with a strong focus on ethics, sustainability, and real-world experience.

1.5M USD salaries for digital marketing specialists in the United States in 2022

67% of digital marketing specialists in the United States are male

CAGR $1.6 TRILLION global digital advertising market by 2026

ALVARO MONTIEL

MADRID

NATIONALITY
Spanish

CURRENT POSITION
Senior Manager
Customer Success
Facebook Spain

My experience at IE was a special feat of self-discovery and self-improvement. I learned how to be a better version of myself and how to be a better professional mentor.

THEA BROGAN

MADRID

NATIONALITY
Spanish

CURRENT POSITION
Content Strategist
Global Marketing Strategy
Amazon Web Services

My time at IE was marked by a transformative journey of self-discovery and growth. The program challenged me to step out of my comfort zone and connect with a diverse cohort of ambitious individuals from around the world. This experience not only enriched my professional skills but also fostered a deep sense of community and support that continues to inspire me to pursue my goals with confidence and resilience.

WHERE OUR STUDENTS WERE WORKING BEFORE STARTING THE PROGRAM

INDUSTRY / SECTOR

MARKETING & ADVERTISEMENT	19%
TECH	17%
AMERICAN PRODUCTS & RETAIL	10%
FINANCE	9%
LUXURY & LUXURY RETAIL	9%
EDUCATION	7%
CONSULTING	6%
TOURISM & HOSPITALITY	5%
CONSULTING	5%
REAL ESTATE & CONSTRUCTION	5%
HEALTHCARE & PHARMA	5%
INFORMATION & COMMUNICATION TECHNOLOGY	4%
SPORTS	4%

COMPANIES REPRESENTATION IN CLASS

Apple, Bayer, easy, AVAIL, TAG Heuer, VICENTE, Amazon Web Services, Facebook, Tomorrow & Co.

2023 GRADUATES' PROFILE

92 TOTAL COUNTRIES REPRESENTED

24 AVERAGE AGE

3 YEARS WORKING EXPERIENCE

42 AVERAGE WORK EXPERIENCE (MONTHS)

86% INTERNATIONAL

30% FEMALE

22% LATAM

6% ASIA

6% MEA

34% MEL

22% LATAM

ACADEMIC BACKGROUND

Business Administration, Economics, Law, Marketing, Journalism, Communication, Engineering, Tourism & Hospitality, Other

WHERE OUR GRADUATES ARE WORKING NOW

SECTOR

Marketing & Advertisement 22%
Tech 17%
Consulting & Services 11%
Luxury 11%
Finance 9%
Education 6%
Tourism & Hospitality 6%
Sports & Entertainment 6%
Information & Communication Technology 6%
Consumer Products & Retail 6%

FUNCTION

Digital Marketing, Consulting, Product Management, Business Development, Sales, Strategy, Data Analytics, Entrepreneurship, Other

JOB LOCATION

Latam 9%
Asia 6%
MEA 6%
MEL 34%
Spain 22%
Europe 22%

Job seekers who received a job offer within 3 months after graduation

93%

TOP HIRING COMPANIES

Google, L'Oréal, Amazon Web Services, Facebook, Apple, Bayer, Tomorrow & Co., Publicis Groupe, Tag Heuer, Vicente, Avail, Easy

JOB ROLE TITLES

BRAND ASSISTANT SPECIALIST · BRAND MANAGER · CLIENT SUCCESS · CLIENT PARTNER · DIGITAL CONSULTANT · DIGITAL MARKETING AND SPORTS · DIGITAL MARKETING SPECIALIST · DIGITAL MARKETING SPECIALIST · DIGITAL MARKETING SPECIALIST · GROWTH MANAGER · GLOBAL MARKETING STRATEGIST · GLOBAL MARKETING STRATEGIST · INTERNATIONAL MARKETING MANAGER · INTERNATIONAL MARKETING MANAGER · PRODUCT MANAGER · PRODUCT MANAGER

YOUR SUCCESS, OUR PURPOSE

At IE Business School, we are committed to providing our students with the skills and knowledge they need to succeed in the ever-changing landscape of digital marketing. The Master in Digital Marketing program is designed to equip students with the latest trends and technologies in the field, and to foster a strong sense of community and support that continues to inspire students to pursue their goals with confidence and resilience.

WE'RE HERE TO HELP YOU KICK START YOUR CAREER

The Career Management Office at IE Business School is dedicated to helping students and alumni navigate their career paths and achieve their goals. The office provides a wide range of services and resources, including career counseling, job search assistance, and networking opportunities.

One team member stated, "I am more than 100% satisfied with the support I received from the Career Management Office. The team was always there to help me navigate the job market and provide valuable advice and guidance."

OUR EVENTS

- TALENT FORUMS
- COMPANY PRESENTATIONS
- INTERNATIONAL JOB ASSESSMENT CENTERS
- BUSINESS COMPETITIONS
- PANELS
- SEMINARS
- CONFERENCES
- EXTRACURRICULAR ACTIVITIES WITH IE CLUBS
- WEBINARS
- LIVESTREAMS

MAKE THE MOST OF IT

Students can make the most of the Career Management Office by taking advantage of the various services and resources it has to offer. This includes attending workshops and events, utilizing the career counseling and job search assistance services, and networking with alumni and industry professionals.

One student stated, "I would like to thank the Career Management Office for their support in my job search. They were always there to provide me with valuable advice and guidance, and I appreciate their dedication to helping students like me succeed."

VISITING COMPANIES

Companies from all over the world visit IE for recruiting purposes on our campus in Madrid and online.

TECH	MARKETING, ADVERTISING & PR
CONSULTING	FINANCE
LUXURY & RETAIL	TOURISM & HOSPITALITY
HEALTHCARE & PHARMA	INDUSTRIAL / ENERGY
SPORTS	EDUCATION

12,000 CAREER EVENTS ATTENDED

2,100 JOB OFFERS

ENHANCE YOUR ALUMNI BENEFITS

ALUMNI PLUS

- 1 Free Executive Course per year (Alumni Plus Program) with discounts
- Up to 30 courses (Alumni Plus Program) with discounts
- Online subscription (Alumni Plus Program) with discounts
- Space co-working quota and discounts (Alumni Plus Program)

CAREER BOOSTER

PREMIUM ACCESS TO KORN FERRY LEADERSHIP PLATFORM (KFPL)

LIFELONG LEARNING BOOSTER

Access to our Executive Education and Lifelong Learning programs with discounts and access to KFPL

10% scholarship for Executive Education programs

INTERNATIONAL OFFICES

IE INTERNATIONAL OFFICE (MADRID, SINGAPORE, SÃO PAULO, NEW YORK, SHANGHAI, MEXICO CITY, SAN FRANCISCO, JAKARTA)

Students can offer to represent IE Business School in their home country. The International Office provides them with the tools and resources they need to promote the school and recruit new students.

CONTACT THE INTERNATIONAL OFFICE

CLUBS TO YOU, CLUBS TO COMPANIES

These associations with leading global companies have been created to provide students with a unique opportunity to connect with industry professionals and gain valuable insights into the latest trends and technologies in the field. The associations also provide students with a platform to showcase their skills and expertise and to build a strong network of contacts and opportunities for career advancement.

BENEFITS FOR OUR GLOBAL COMMUNITY:

- ALUMNI ASSOCIATIONS: CHECK YOUR ALUMNI ASSOCIATION
- CAMPUS IN MADRID/SEGOVIA
- CAREER BOOSTER
- INTERNATIONAL OFFICE
- GLOBAL ALUMNI WEBINARS
- GLOBAL ALUMNI EVENTS
- INTERNSHIP COMPETITIONS
- CAREER OPPORTUNITIES FOR ALUMNI AND STUDENTS
- ALUMNI CLUBS

FIND US AT CAR OR CMO INTERNATIONAL OFFICE

CONTACT US

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IE BUSINESS SCHOOL