

Placement Report
Master in Strategic
Marketing and
Communication
2022 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 2022 Master in Strategic 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 to 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 2022 Master in Strategic 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 more than ever need to provide new forms of engagement, open innovation and brand co-creation for today's savvy consumer. Therefore, organizations are looking for innovative leaders who can drive growth through marketing, communication, branding and reputation management.

Thanks to our hands-on teaching methods, expert insights into the broad picture of business realities and trends, and specialization options in various functional areas, our Master in Strategic Marketing & Communication students are now in high demand across various industries and sectors. Amid challenging economic times, our global recruiting outreach has proven very effective for these candidates.

Our Master in Strategic Marketing & Communication graduates show beyond doubt to be crucial assets in the world of work: 92% landed a job within three months of graduation, with the figure rising to 97% within six months. An incredible 72% transitioned to a different professional sector following completion of the program, with the top industries of choice being Marketing & Communications (31%), Consumer, Luxury & Retail (20%), Technology (14.29%) and Consulting (11.43%). Some of the big-name brands recruiting from this cohort include Amazon, BBVA, BCG, BNP Paribas, Fever, Interbrand, Llorente & Cuenca and L'Oréal.

Graduates of the Master in Strategic 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 more than 100 countries around the globe, holding high-level positions in all types of organizations within the public, private and nonprofit 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 help you connect with businesses, nonprofits and governments across the globe.

Eva Valbuena
Head of IE Talent & Careers Department



MARI GHARDI

Master in Strategic Marketing and Communication

Nationality
USA

Current Position
Communication Analyst at
CEMEX Ventures



At IE everyday is different and you never know what to expect and it's always exciting. The group work is very challenging and it is very important at IE. IE is amazing because you interact with people from different backgrounds. This is preparing me in many different ways: exposing me to professors and practitioners that have a lot of experience in the industry , by providing relevant content and by connecting me to a global network of top talent.



2022 Graduates' Profile

56
TOTAL NUMBER
OF STUDENTS

25
AVERAGE AGE

3
YEARS AVERAGE WORK
EXPERIENCE

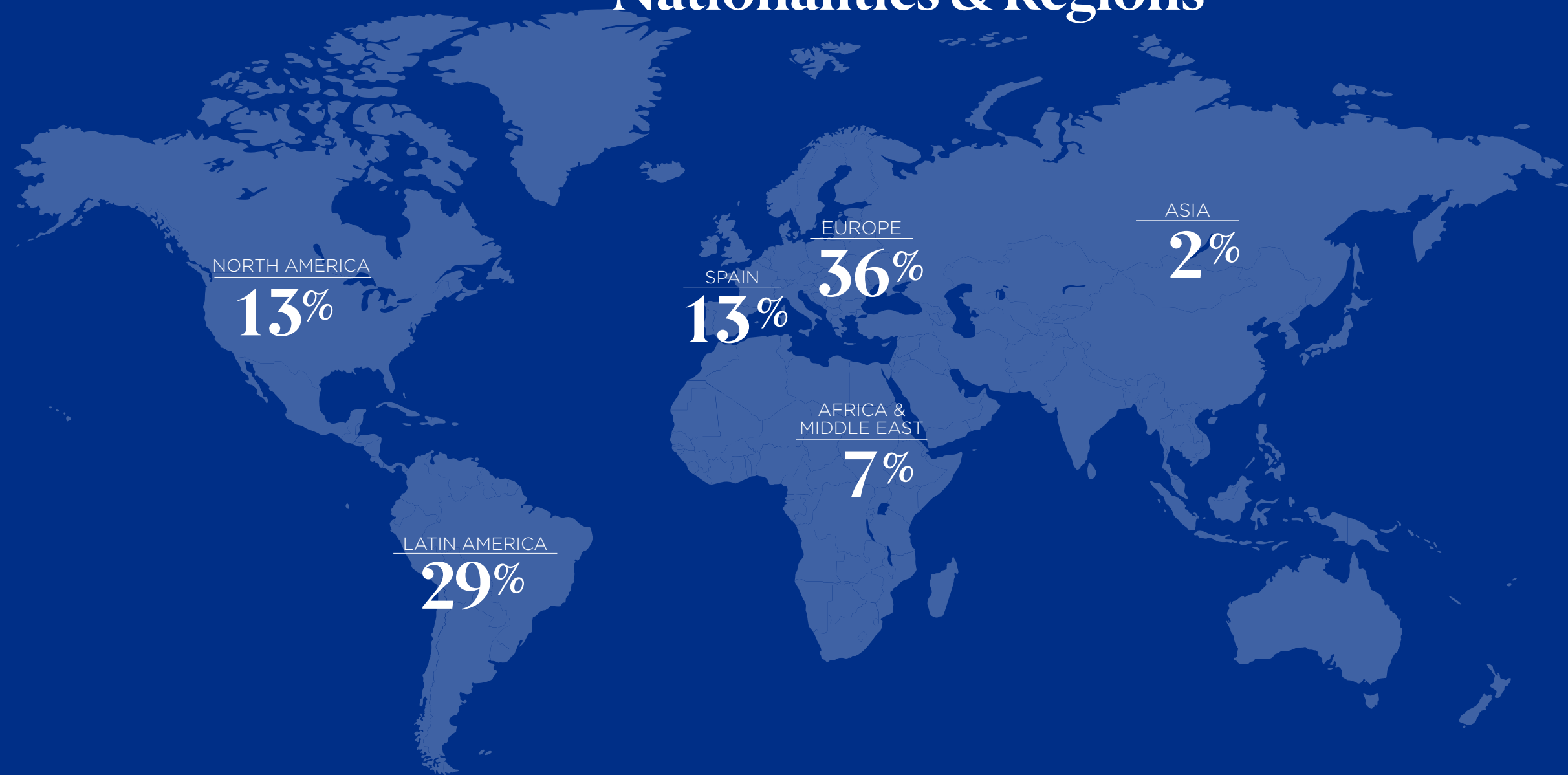
21
NUMBER OF
NATIONALITIES

GENDER








15%
MALE

85%
FEMALE

Nationalities & Regions



Academic Background

	BUSINESS	38%		SCIENCE	3%
	SOCIAL SCIENCES	20%		ENGINEERING	1%
	HUMANITIES	12%		OTHERS	23%
	ECONOMICS	3%			

Where our students were working before starting the program

Industry / Sector

Background	% of students	Background	% of students
Marketing / Advertisement / Communication	17%	Aerospace	3%
Consumer Products & Retail	12%	Architecture / Urbanism	1%
Fashion	9%	Auditing	1%
Banking / Insurance / Financial Services	6%	Automotive	1%
Media / Entertainment	6%	Chemical / Energy & Utilities	1%
Tourism & Hospitality	6%	Design & Graphic Arts	1%
Consulting	5%	Industrial Products	1%
Government / NGO	5%	Real estate / Construction	1%
Healthcare / Pharma / Biotechnology	5%	Technology / Telecommunications	1%
Education	4%	Transport / Logistics	1%
Luxury goods	4%	Other	9%



Companies represented in class





















Where our graduates are working now

Sector	% of Alumni
Marketing & Communications	31%
Consumer, Luxury & Retail	20%
Technology	14%
Industrial	12%
Consulting	11%
Financial Services	9%
International Development + Social Impact	3%

Function	% of Alumni
Marketing Roles	62%
Sales Roles	15%
Consulting Roles	9%
Finance Roles	3%
Human Resources Roles	3%
International Relations Roles	3%
Legal Roles	2%
Operations Roles	3%

Job Location	% of Alumni
Spain	43%
Europe	36%
LATAM	9%
MEA	9%
North America	3%



YOHAN DI PINTO TRINDADE

Master in Strategic Marketing and Communication

Nationality
Brazilian

Current Position
Brand Management Specialist at Amazon BAT



Moreover, the University has so much to offer! Just to name a few things, you have the Labs where you can get a real-life work experience, Campus Life and the Student Services who will do everything they can to help you settle and enter the community, the Career Center which provides great help in applying for jobs and practicing interviews. The last also provides one-on-one advisors in whichever field you're interested in. Last and not least, countless number of workshops, talks with inspiring speakers, student-led clubs and more invaluable resources that encourage you to drive into your passions and learn something new outside the classroom



Top Hiring Companies



SELFRIDGES&C^o

fever

L'ORÉAL

LLORENTE & CUENCA

Interbrand



BBVA



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

97%

Job Role Titles

- Assistant global brand manager
- Marketing Specialist
- Brand Assistant
- Brand Management Specialist
- CEO Office: Communication & Marketing
- Communications Analyst
- Communication Consultant
- Communication and Design Coordinator
- Demand Generation Representative
- Digital Marketing Coordinator

- EMEA Marketing Operations
- Event Manager
- Global Marketing and Digital
- Sales-Client Solutions Open Market
- Influencer Marketing
- Marketing Manager
- Manager Textil Omnicanal
- PR & Consumer Engagement
- Senior Marketing Officer
- Social Media Agent

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 2022, 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 2022/2023 we welcomed +190 recruiting partners on our on-campus facilities, including:

TECH



FINANCE



CONSULTING



PHARMA



FMCG / LUXURY / RETAIL



INDUSTRIAL / ENERGY



INTERNATIONAL DEVELOPMENT



REAL ESTATE / 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

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



