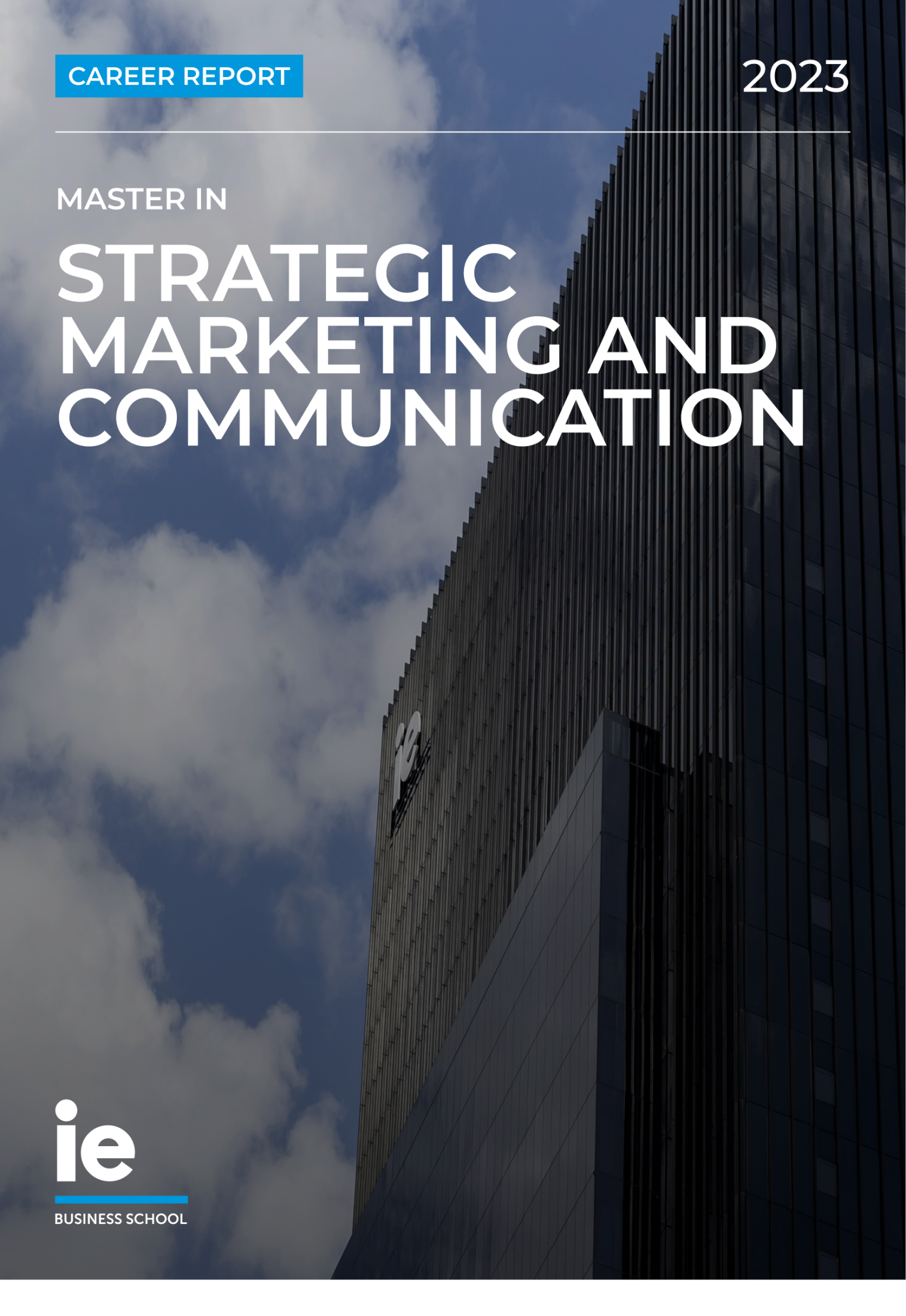

CAREER REPORT

2023

MASTER IN

STRATEGIC MARKETING AND COMMUNICATION

ie BUSINESS SCHOOL

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INTRODUCTION

IE Talent & Careers provides impactful career advice, resources and opportunities to our students, helping position them as the best talent in the corporate world. Our diverse network of over 80,000 IE Alumni, drawn from 170 nationalities, is creating value across industries and sectors. Every year, we proudly showcase the achievements of the graduates who complete the **Master in Strategic Marketing and Communication**. Our class of 2023 enrolled looking to develop their Marketing, Communication & Sales skills, get ahead of the trends, and use their creativity and unique insight to leave a mark. And they've certainly done that, leveraging the latest techniques and technologies—and the hands-on experience gained at IE University—to launch successful careers in this dynamic sector.

Marketing, Communication & Sales is undergoing rapid evolution, and increasingly connected customers expect greater personalization, seamless omnichannel interactions and their preferred brands' values to align with their own. With digital transformation now a corporate imperative and data-driven decision-making fast becoming the norm, organizations need professionals who can harness storytelling and emerging technologies to connect with modern consumers. They want candidates with proven skills and practical experience, which **Master in Strategic Marketing and Communication** graduates possess in abundance, gained through hands-on projects for top companies in the sector.

1.5M job opportunities available worldwide in Marketing, Communication & Sales.

OVER $1.65 TRILLION global marketing and advertising spending grew by five percent.

67% of marketers expressed optimism about the potential of generative AI in the industry.

ie BUSINESS SCHOOL

EVE GOMEZ FERRIOLS

MSMC

NATIONALITY
SPAIN

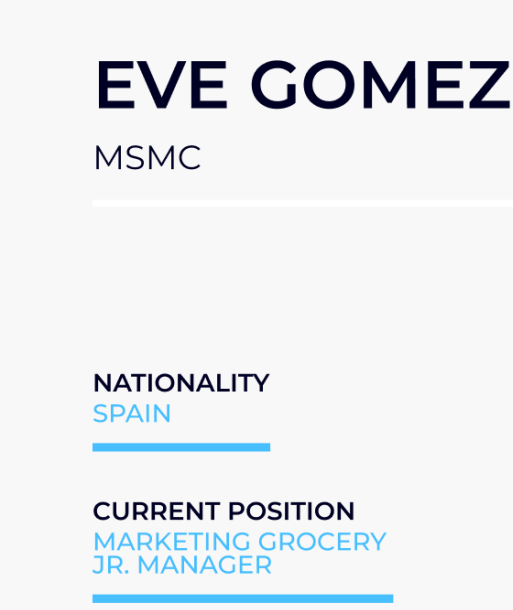
CURRENT POSITION
MARKETING GROCERY JR. MANAGER

POSITION BEFORE THE PROGRAM
MANAGER AT MARINA DE EMPRESAS

> The MSMC has been an amazing journey, one that has seen me grow both personally and professionally. It's provided me with a 360 view of marketing and communication, and has improved my teamwork skills. These past 10 months have been filled with intense effort, during which I've felt very connected with the professional world, thanks to the multitude of real-life cases we worked on, and I've had the privilege of meeting some outstanding industry experts. Without a doubt, now I feel much better prepared to be a good marketer.

JOANA FERREIRA

MSMC



> I embarked on this incredible journey of becoming the #NextBestMe in a place that celebrates diversity and the vibrant multicultural environment that enriches our learning. The Master's in Strategic Marketing and Communication program opened my mind to new perspectives, allowed me to grow personally and professionally, and reinforced the value of global collaboration in today's interconnected world. This is the kind of place where I want to build my professional life! With precious role models, from professors to alumni and faculty members, I feel extremely grateful for the unvaluable guidance for my professional career in marketing and communications.

NATIONALITY
PORTUGAL

CURRENT POSITION
PRODUCT MANAGEMENT KÉRASTASE & SHU UEMURA (DUSSELDORF)

POSITION BEFORE THE PROGRAM
BRAND ACTIVATION MANAGER ASSISTANT - L'ORÉAL LUX (LISBON)

WHERE OUR STUDENTS WERE WORKING BEFORE STARTING THE PROGRAM

INDUSTRY / SECTOR

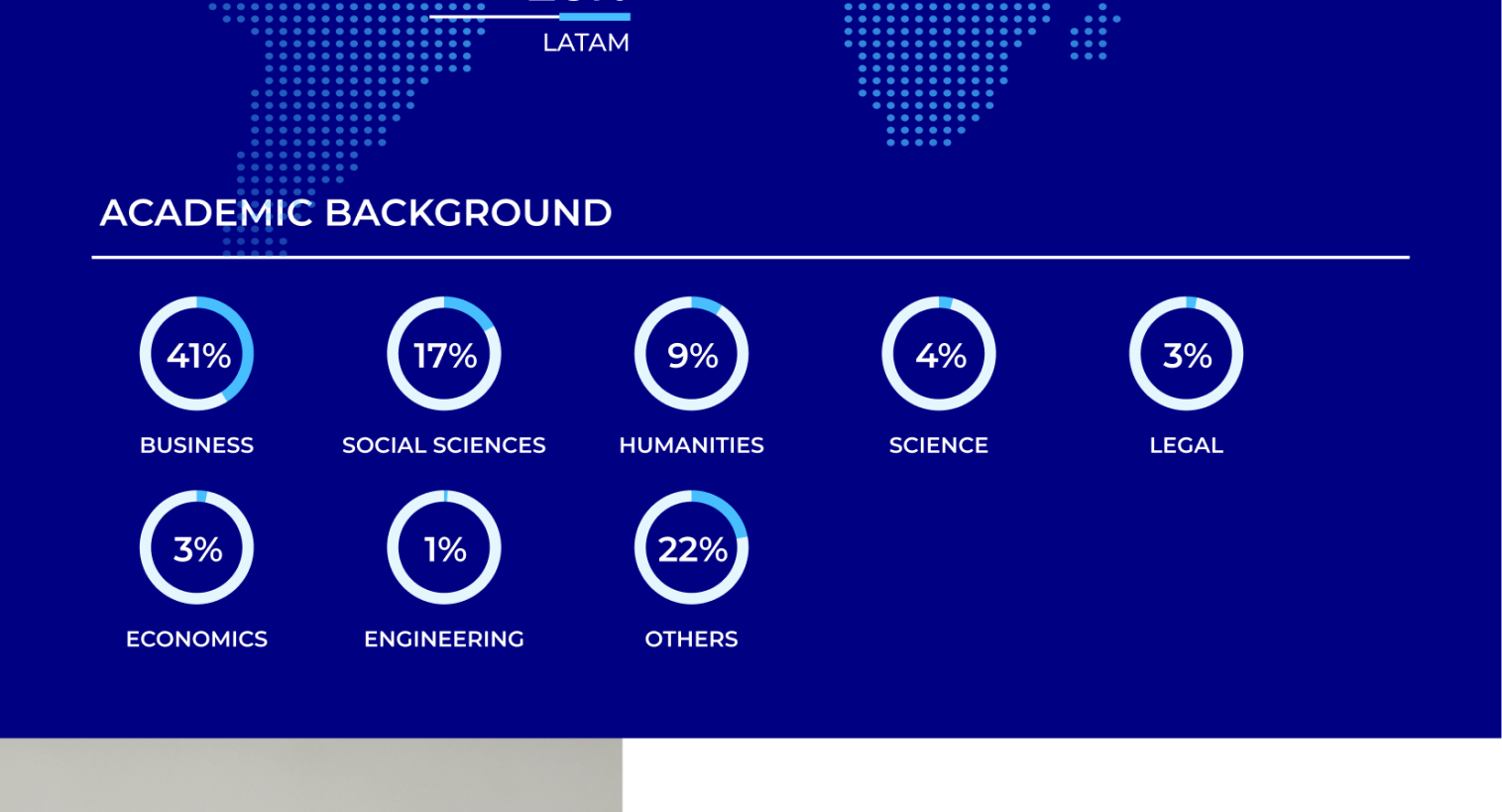
MARKETING / ADVERTISEMENT / COMMUNICATION	20%
CONSUMER PRODUCTS & RETAIL	10%
OTHER	21%
BANKING / INSURANCE / FINANCIAL SERVICES	6%
MEDIA / ENTERTAINMENT	6%
FASHION	6%
EDUCATION	5%
DESIGN & GRAPHIC ARTS	4%
SPORTS	4%
CONSULTING	3%
REAL ESTATE / CONSTRUCTION	3%
TECHNOLOGY / TELECOMMUNICATIONS	3%
TOURISM & HOSPITALITY	2%
AGRIBUSINESS, FISH & LIVESTOCK	2%
TRANSPORT / LOGISTICS	2%
INDUSTRIAL PRODUCTS	1%
LEGAL SERVICES	1%
LUXURY GOODS	1%

COMPANIES REPRESENTED IN CLASS

DANONE FOPE Gartner IBM L'ORÉAL
NH | HOTEL GROUP PHILIP MORRIS INTERNATIONAL ZARA

2023 GRADUATES' PROFILE

86	TOTAL NUMBER OF STUDENTS
26	AVERAGE AGE
3	YEARS AVERAGE WORK EXPERIENCE
34	NUMBER OF NATIONALITIES
67%	INTERNATIONAL



ACADEMIC BACKGROUND

41%	BUSINESS
17%	SOCIAL SCIENCES
9%	HUMANITIES
4%	SCIENCE
3%	LEGAL
3%	ECONOMICS
1%	ENGINEERING
22%	OTHERS

WHERE OUR GRADUATES ARE WORKING NOW

SECTOR

CONSUMER, LUXURY & RETAIL	31%
MARKETING & COMMUNICATIONS	23%
TECHNOLOGY	15%
FINANCIAL SERVICES	11%
INDUSTRIAL	10%
CONSULTING	5%
INTERNATIONAL DEVELOPMENT + SOCIAL IMPACT	5%

FUNCTION

55%	MARKETING ROLES
6%	CREATIVE MARKETING
5%	OPERATIONS ROLES
5%	SALES ROLES
5%	STRATEGY ROLES
3%	DIGITAL MARKETING
4%	CONSULTING, PROJECT MANAGEMENT
3%	DIGITAL MARKETING
2%	AUDIT, COMPLIANCE & RISK MANAGEMENT
2%	BUSINESS DEVELOPMENT
2%	CONSULTING, PROJECT MANAGEMENT
8%	OTHER JOB ROLES

JOB LOCATION

SPAIN	39%
LATAM	11%
DACH	11%
EUROPE	11%
MEA	11%
BENELUX	6%
NORTH AMERICA	3%
GREATER CHINA	2%
SEAO	2%
UNITED KINGDOM	2%
OTHER	2%

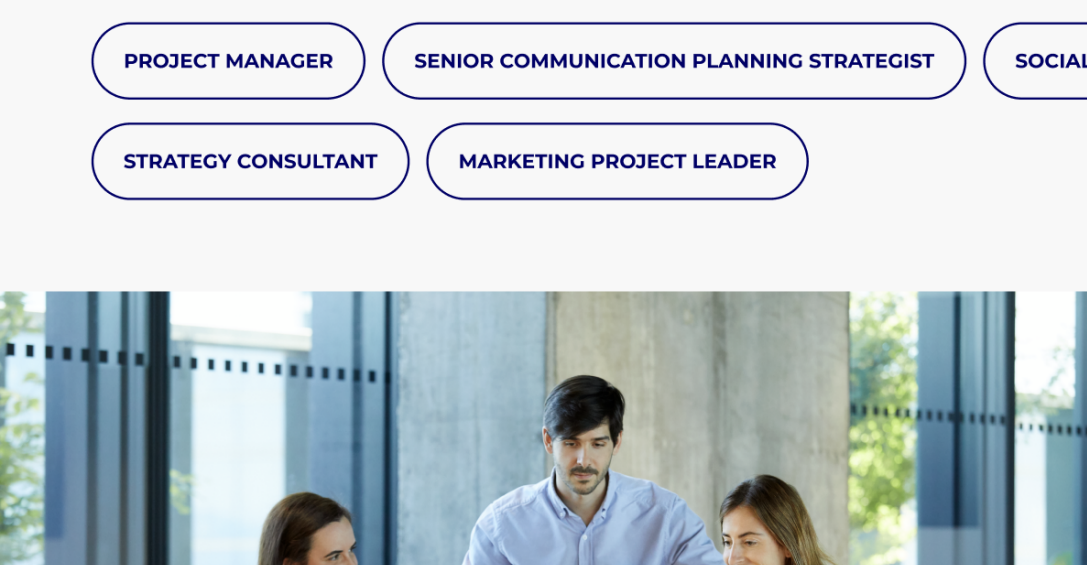
Job seekers who received a job offer within 6 months after graduation **93%**

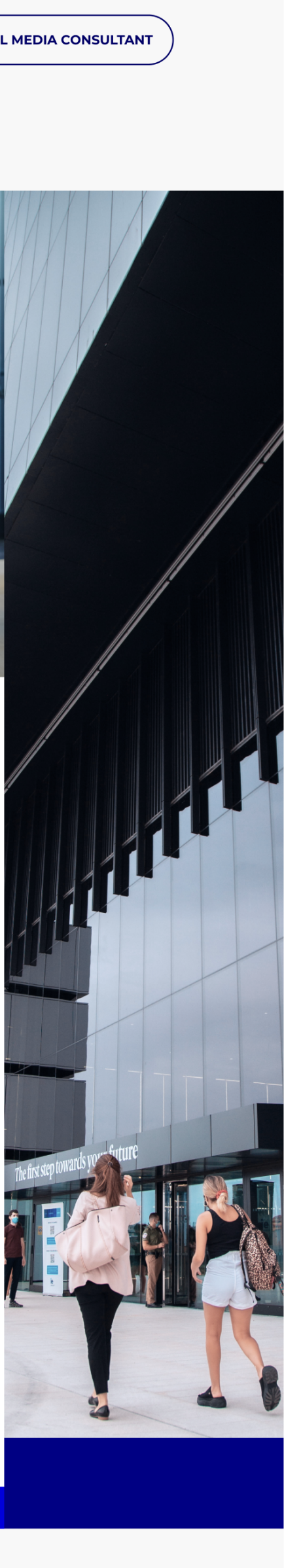
TOP HIRING COMPANIES

P&G DANONE Moët Hennessy
Ferrari FERRERO Good Rebels
Henkel KPMG L'ORÉAL
LVMH MediaMarkt Mondelēz International
PHILIPS PUBLICIS GROUPE Glovo

JOB ROLE TITLES

- BRAND STRATEGIST
- ASSISTANT PRODUCT MANAGER
- ACCOUNT MANAGER
- ASSISTANTE SERVICE CLIENTS
- MARKETING SPECIALIST
- EVENT MARKETING ASSOCIATE
- GLOBAL ASSISTANT MANAGER
- MARKETING & COMMUNICATIONS COORDINATOR
- MARKETING ASSISTANT
- PROJECT MANAGER
- SENIOR COMMUNICATION PLANNING STRATEGIST
- SOCIAL MEDIA CONSULTANT
- STRATEGY CONSULTANT
- MARKETING PROJECT LEADER





The first step towards your future

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.

Bloomberg Businessweek FT FINANCIAL TIMES The Economist WALL STREET JOURNAL

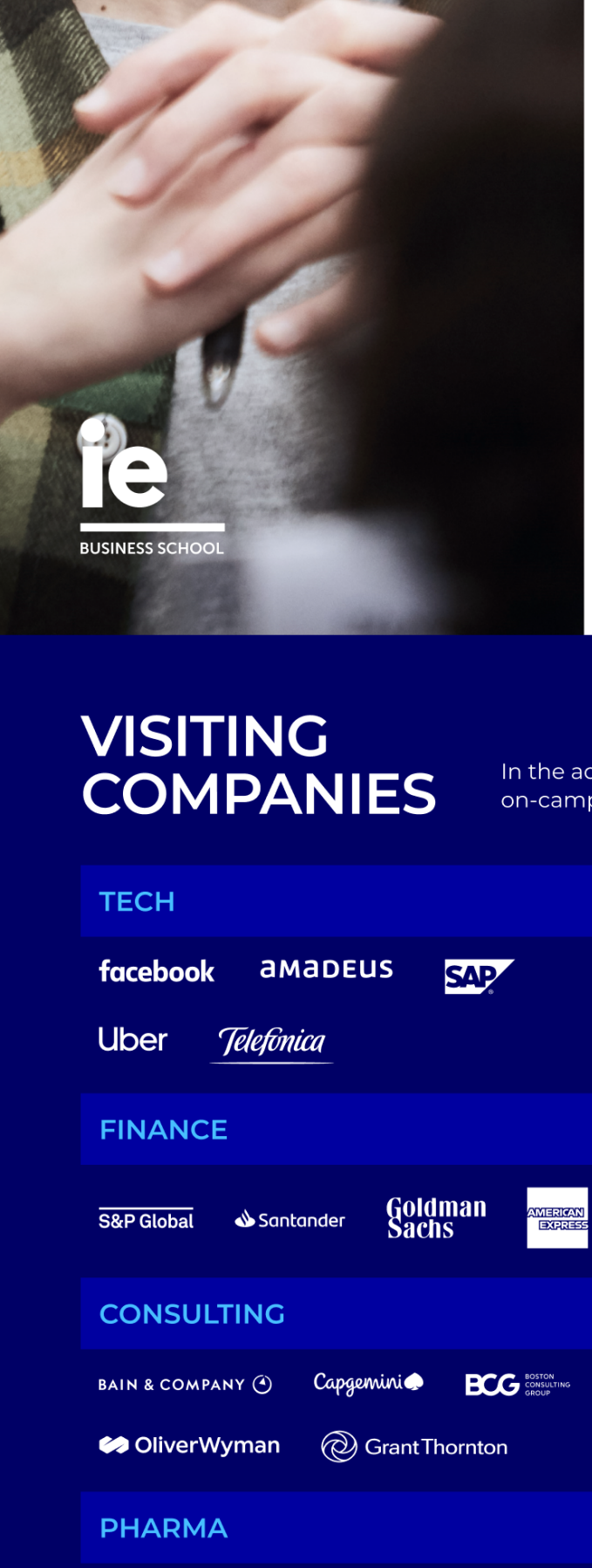
WE'RE HERE TO HELP YOU KICK START YOUR CAREER

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

Our Career Discover Advisors help you unlock your potential through unique self assessment tools and methodologies.

Our industry experts explore with you market trends and professional paths that align with your profile and aspirations.

Our 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 BUSINESS SCHOOL

OUR EVENTS

The incredible variety of our events allows **students to engage** with companies at a whole other level. 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

MAKE THE MOST OF IT

During your time at IE University, you will meet with us throughout career education workshops and events, designed to help students land the job that's best for them.

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 we welcomed 300 recruiting partners on our on-campus facilities, including:

TECH
facebook amadeus SAP Uber Telefónica

FINANCE
S&P Global Santander Goldman Sachs American Express

CONSULTING
BAIN & COMPANY Capgemini BCG BOSTON CONSULTING GROUP OliverWyman Grant Thornton

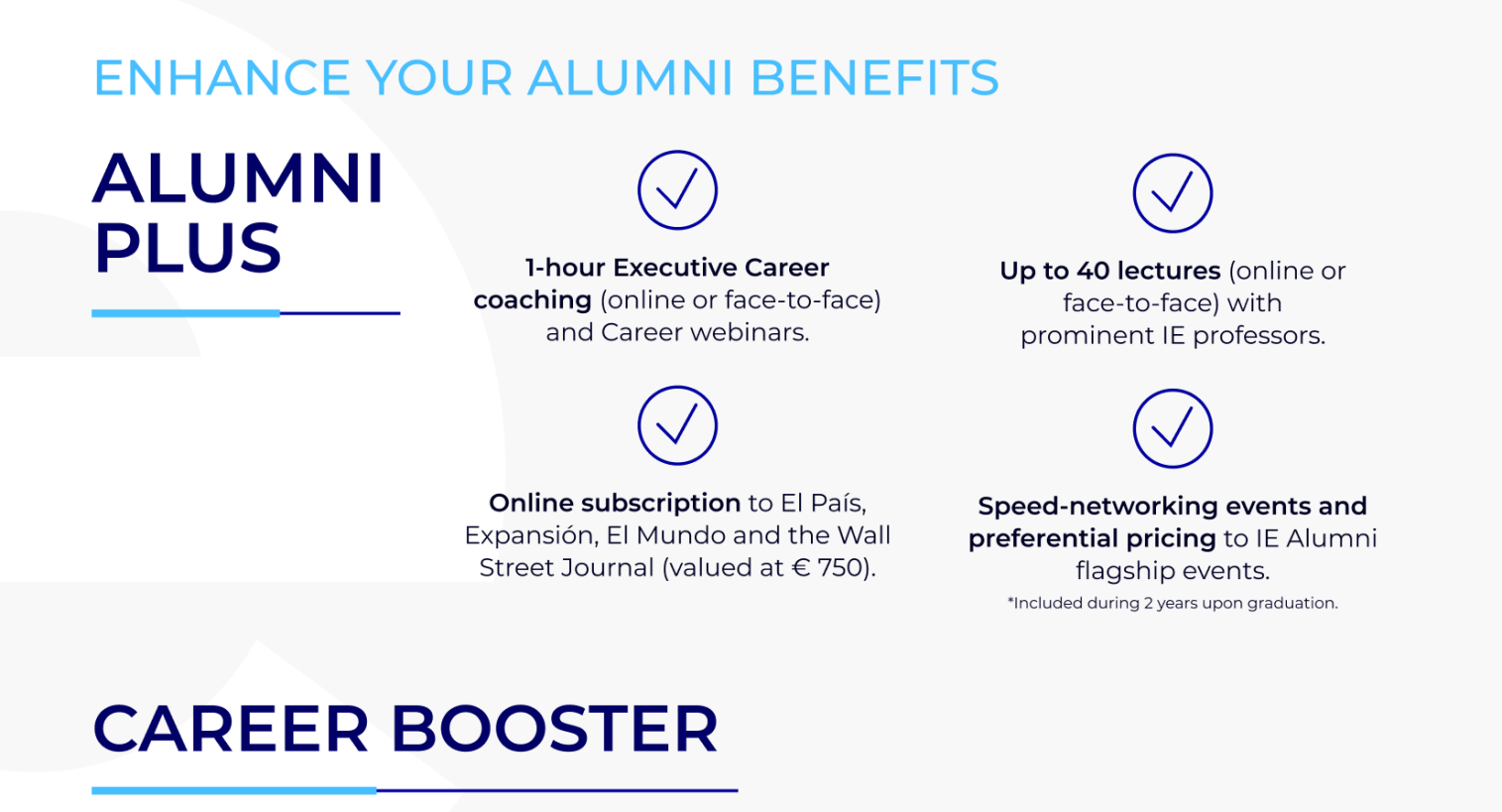
PHARMA
Abbott SANDOZ Bristol Myers Squibb

FMCG / LUXURY / RETAIL
NIKE L'ORÉAL pepsi P&G Procter & Gamble IKEA essilor COLGATE-PALMOLIVE Mars KraftHeinz

INDUSTRIAL / ENERGY
Schneider Electric Vestas bp DHL

INTERNATIONAL DEVELOPMENT
UNITED NATIONS ADB ASIAN DEVELOPMENT BANK IMPACT HUB European Bank Dalberg

REAL ESTATE / ARCHITECTURE AND DESIGN
AECOM Knight Frank CUSHMAN & WAKEFIELD



12,000
JOB OPPORTUNITIES

2,100
RECRUITING PARTNERS GLOBALLY

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.

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

MASTER IN

STRATEGIC MARKETING AND COMMUNICATION

2023

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