

MASTER IN MARKET RESEARCH & CONSUMER BEHAVIOR



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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 Market Research & Consumer Behavior**. Our class 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 Market Research & Consumer Behavior** 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.

HIKMET NURSU SOFUGIL

MRCB



NATIONALITY
TURKISH

CURRENT POSITION
TIKTOK RESEARCH & INSIGHTS
PARTNER METAP REGION

**POSITION BEFORE
THE PROGRAM**
STUDENT

One of the best decisions I've ever made was pursuing my Master's degree in Madrid. I had the opportunity to work on real-world cases with agencies and companies. This challenged me to utilize both quantitative and qualitative tools to develop solutions, which I then presented to diverse clients.

Beyond the academic rigor, the most valuable aspect was the international community and friendships. This experience far exceeded my expectations, and I still feel incredibly grateful for it.



SRISHTI ROY

MRCB

NATIONALITY
INDIAN

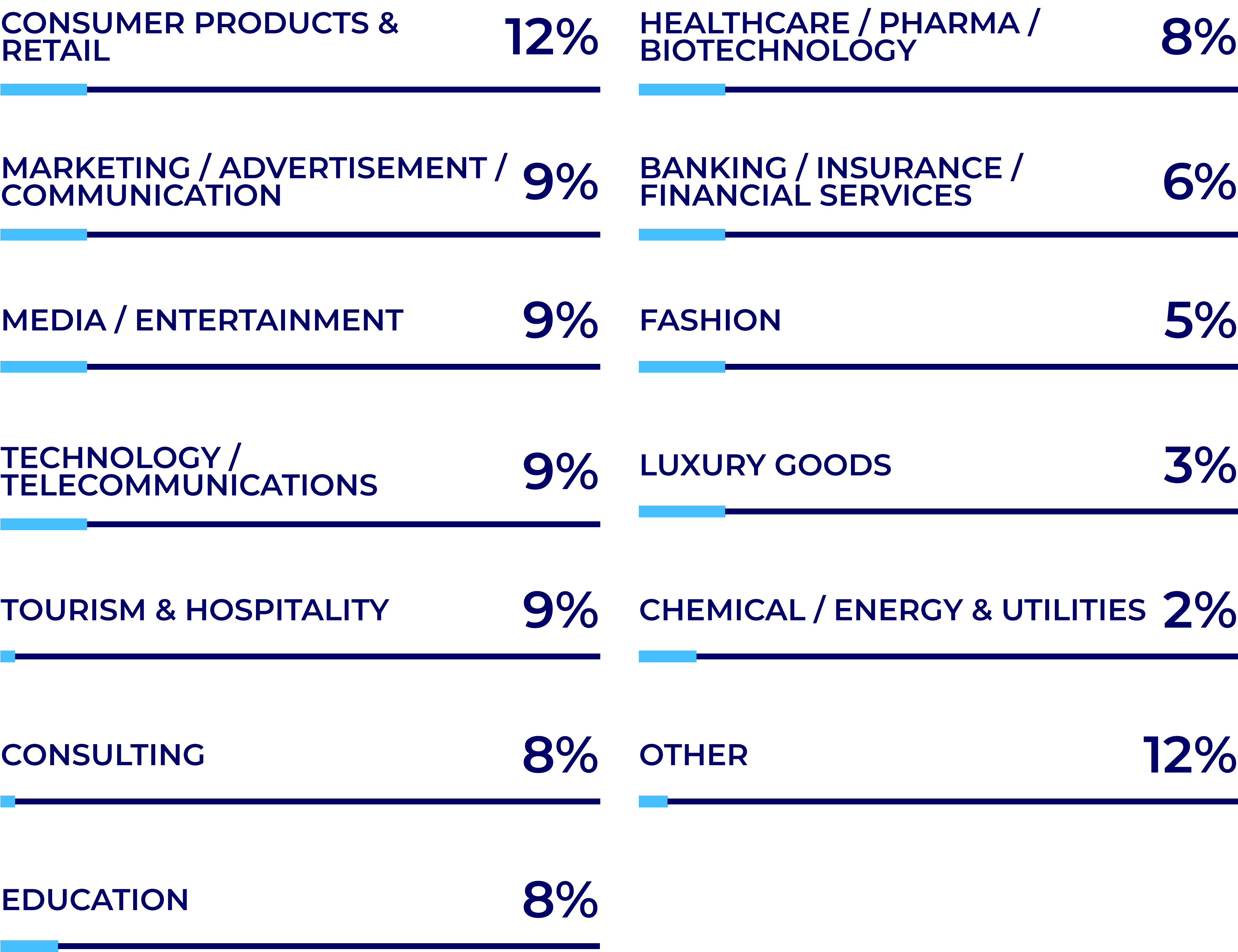
CURRENT POSITION
PERFORMANCE
MARKETING AT BOOKING.COM

**POSITION BEFORE
THE PROGRAM**
SENIOR BUSINESS DEVELOPMENT
MANAGER AT THE GLITCH

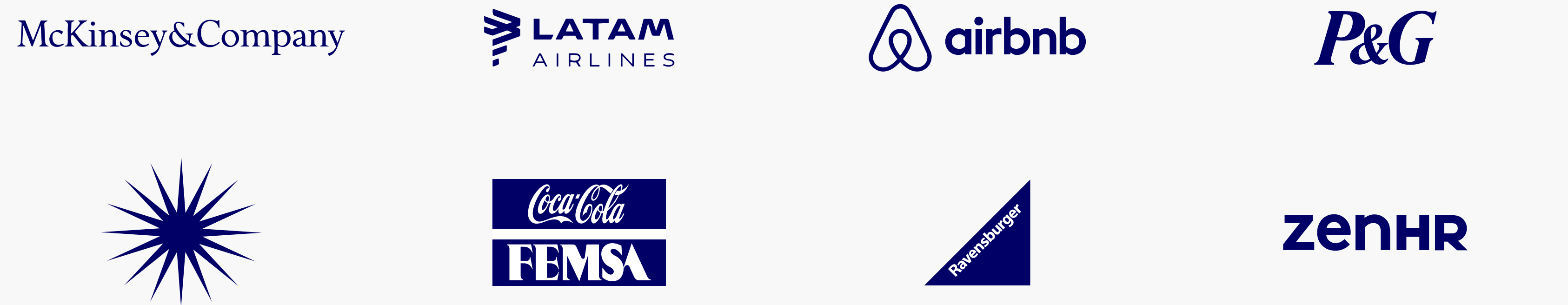
My Masters in Market Research and Consumer Behavior equipped me with a data-driven mindset, extracting both quantitative and qualitative insights. These skills seamlessly translate into my role in performance marketing at Booking.com, where data is fundamental. The program provided me with essential hard and soft skills vital for my current career path and I developed the ability to analyze complex datasets and derive actionable strategies. Today, I leverage these skills to drive impactful marketing campaigns and make meaningful contributions to the team.

WHERE OUR STUDENTS WERE WORKING BEFORE STARTING THE PROGRAM

INDUSTRY / SECTOR



COMPANIES REPRESENTED IN CLASS



2024 GRADUATES' PROFILE

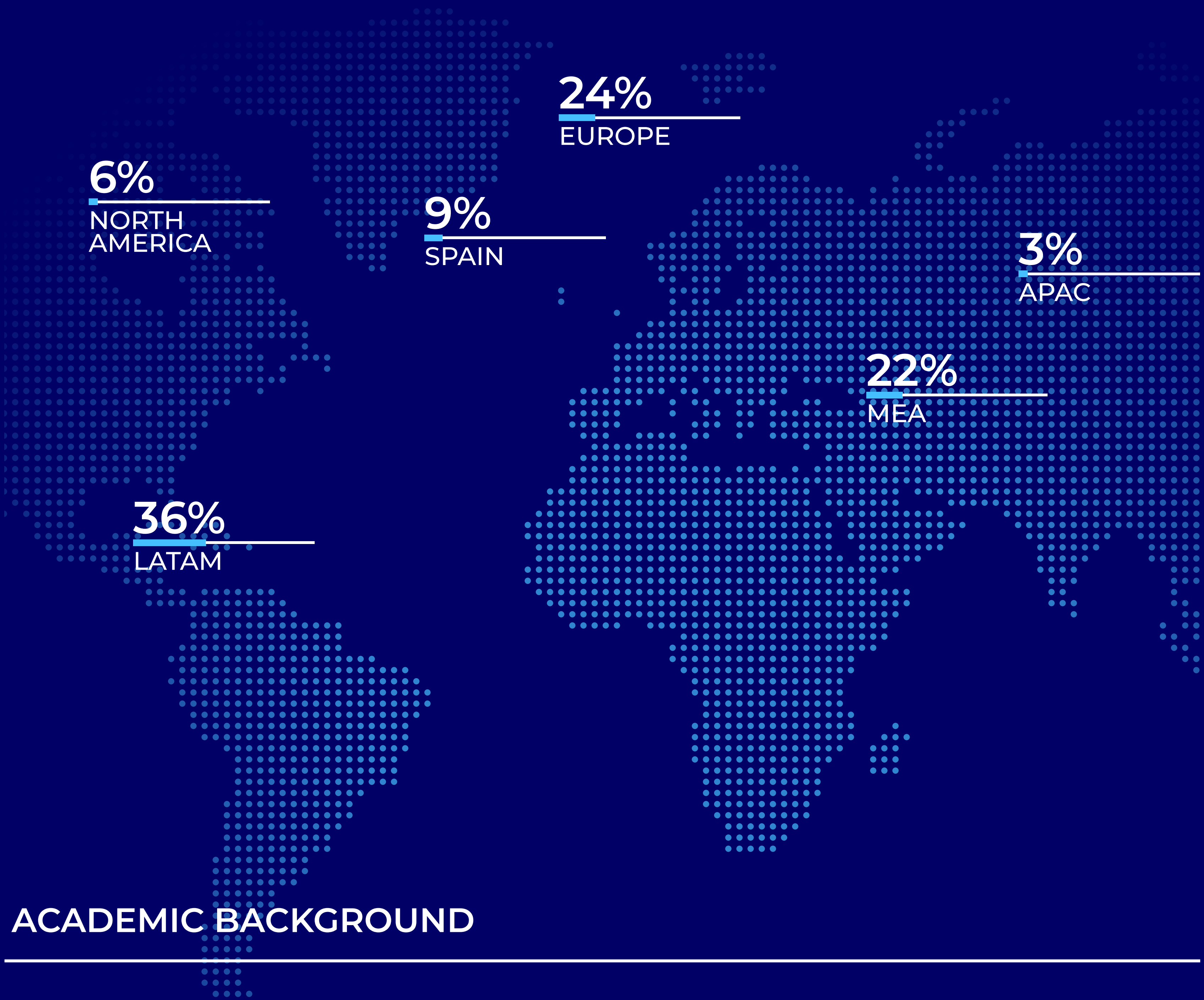
33 TOTAL NUMBER OF STUDENTS

26 AVERAGE AGE

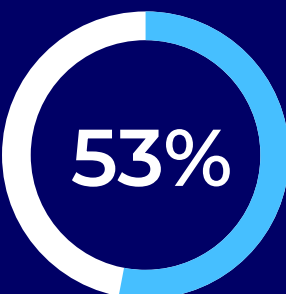
3 YEARS AVERAGE WORK EXPERIENCE

21 NUMBER OF NATIONALITIES

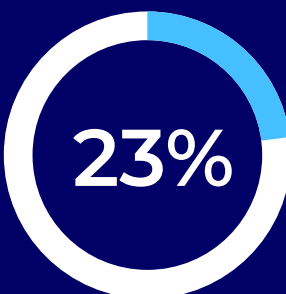
97% INTERNATIONAL



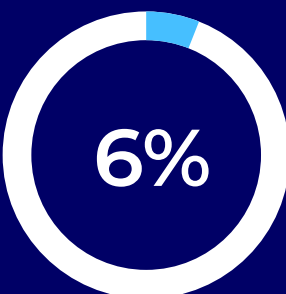
ACADEMIC BACKGROUND



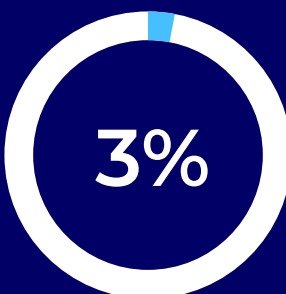
BUSINESS



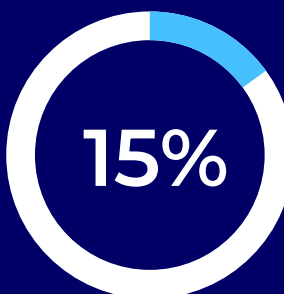
SOCIAL SCIENCES



ENGINEERING



HUMANITIES

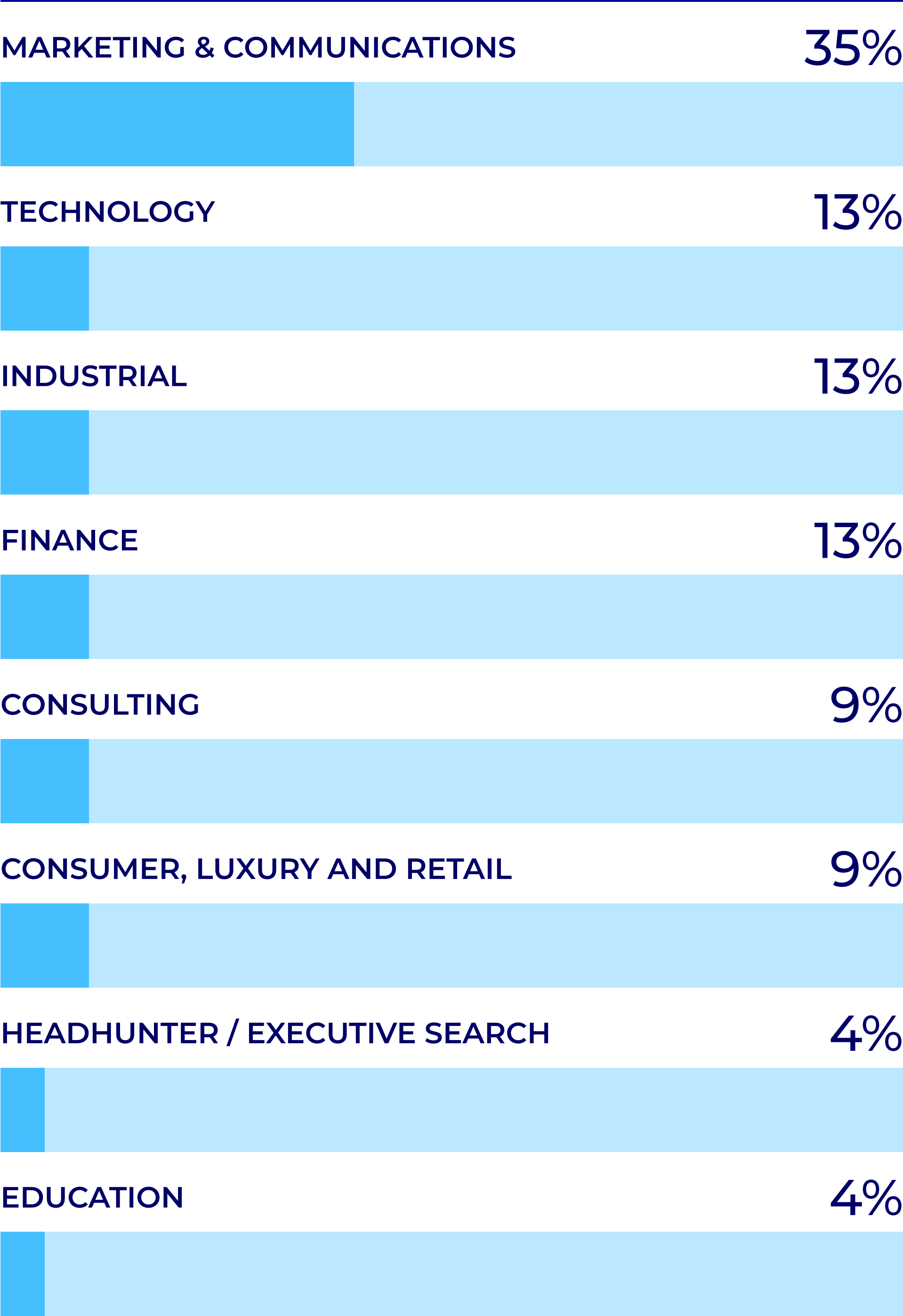


OTHER

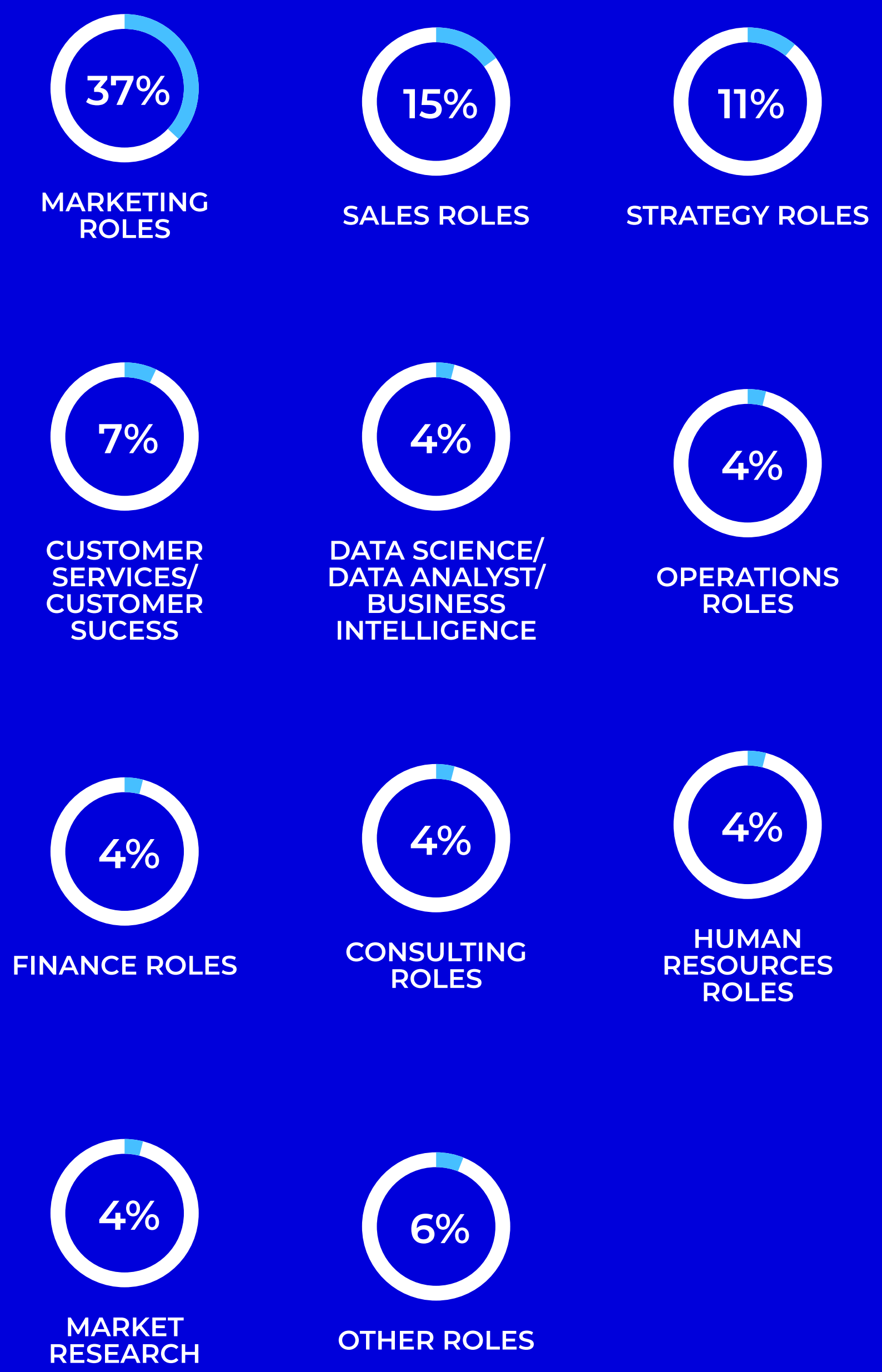


WHERE OUR GRADUATES ARE WORKING NOW

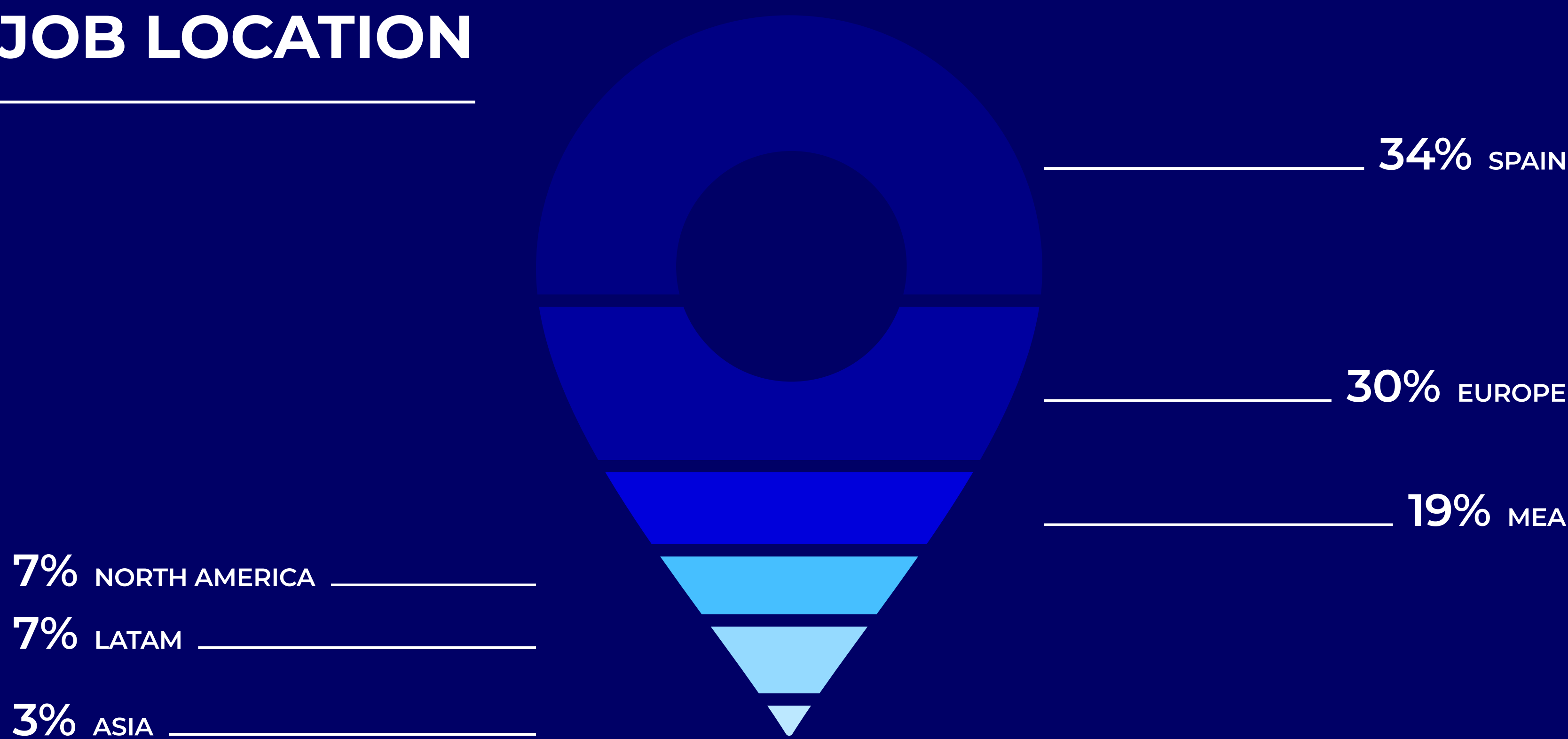
SECTOR



FUNCTION



JOB LOCATION



TOP HIRING COMPANIES



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

93%

JOB ROLE TITLES





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

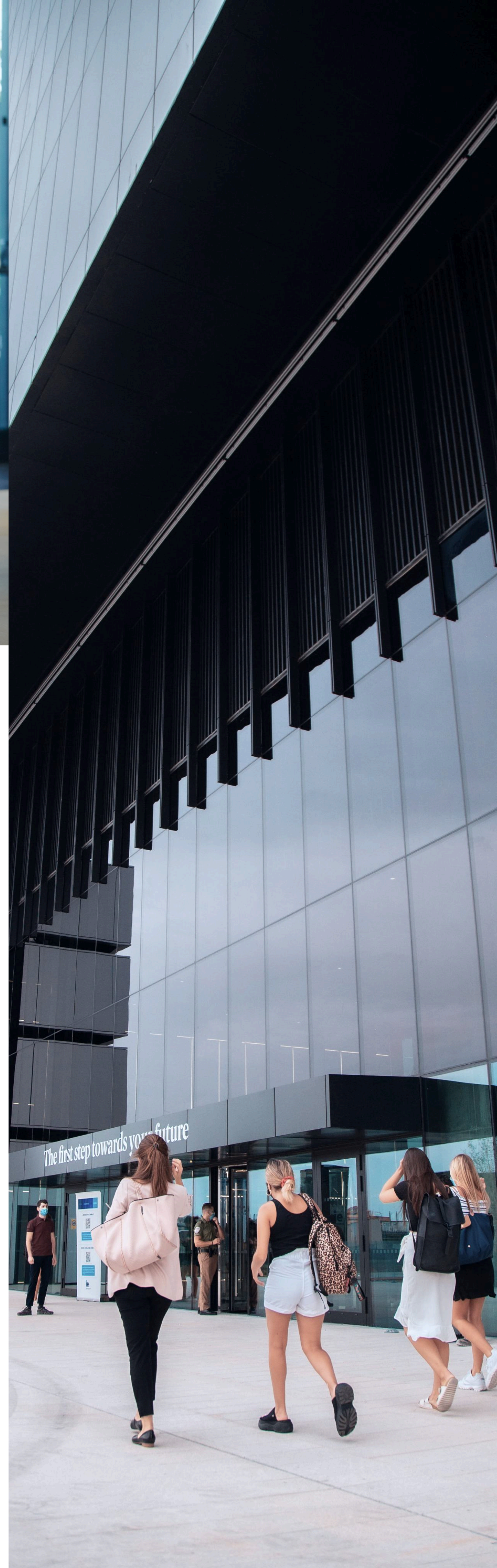
WE'RE HERE TO HELP YOU KICK START YOUR CAREER

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.





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 Telefonica

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 for Reconstruction and Development 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 MARKET RESEARCH AND CONSUMER BEHAVIOR

2024

CAREER REPORT

ie

BUSINESS SCHOOL