

MASTER IN STRATEGIC MARKETING AND COMMUNICATION



CONTENTS

03	INTRODUCTION
05	2024 GRADUATES' PROFILE
06	GRADUATES' PROFESSIONAL BACKGROUND
07	CURRENT CAREER PLACEMENT
10	YOUR SUCCESS, OUR PURPOSE
12	IE FOR LIFE
14	INTERNATIONAL OFFICES

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 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.

EVE GOMEZ FERRIOLS

MSMC

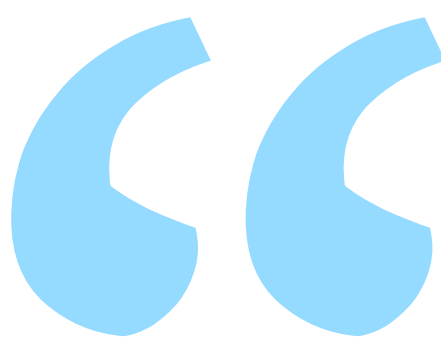


NATIONALITY
SPAIN

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

NATIONALITY
PORTUGAL

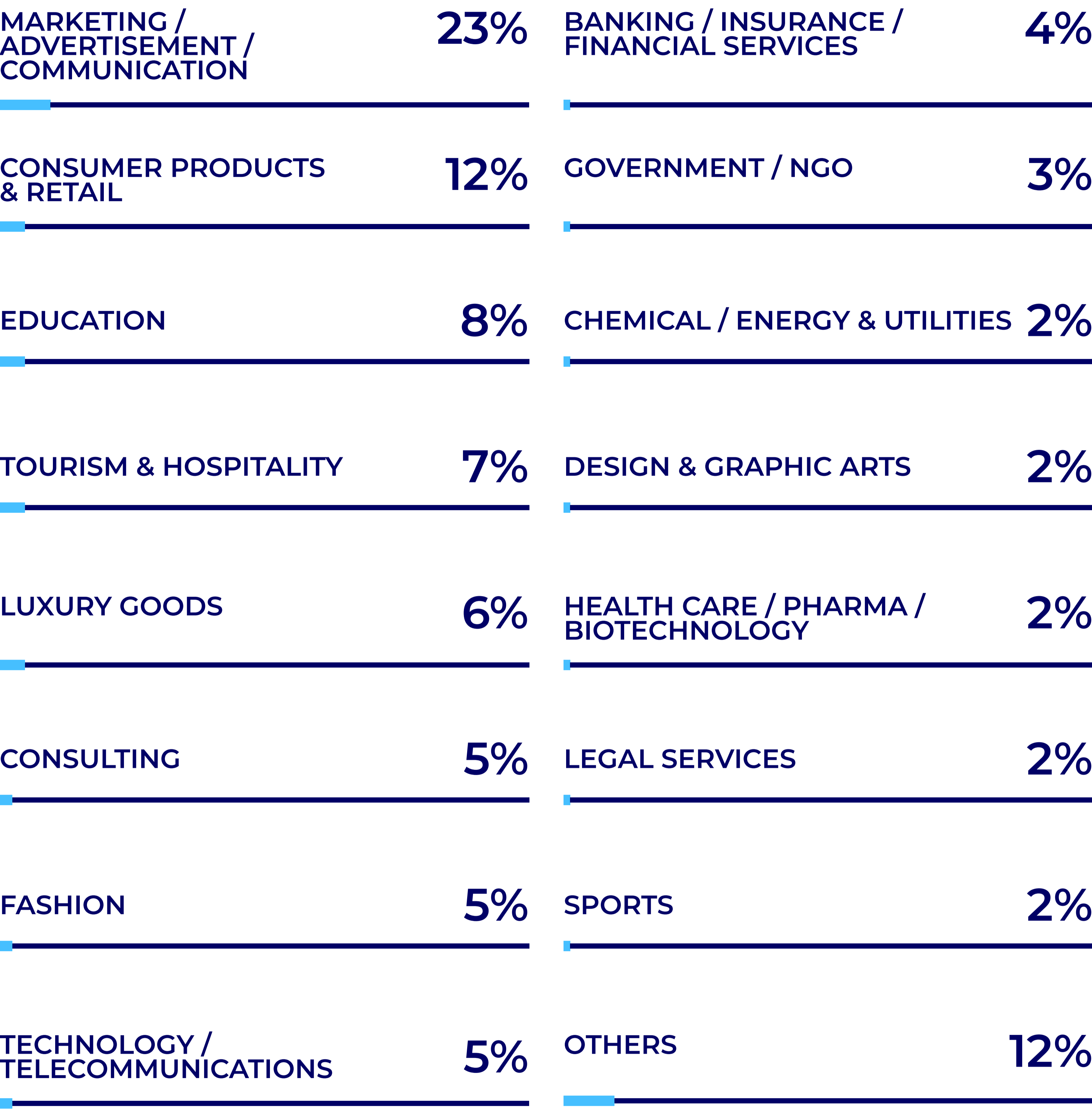
CURRENT POSITION
PRODUCT MANAGEMENT KÉRASTASE
& SHU UEMURA (DUSSELDORF)

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

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.

WHERE OUR STUDENTS WERE WORKING BEFORE STARTING THE PROGRAM

INDUSTRY / SECTOR

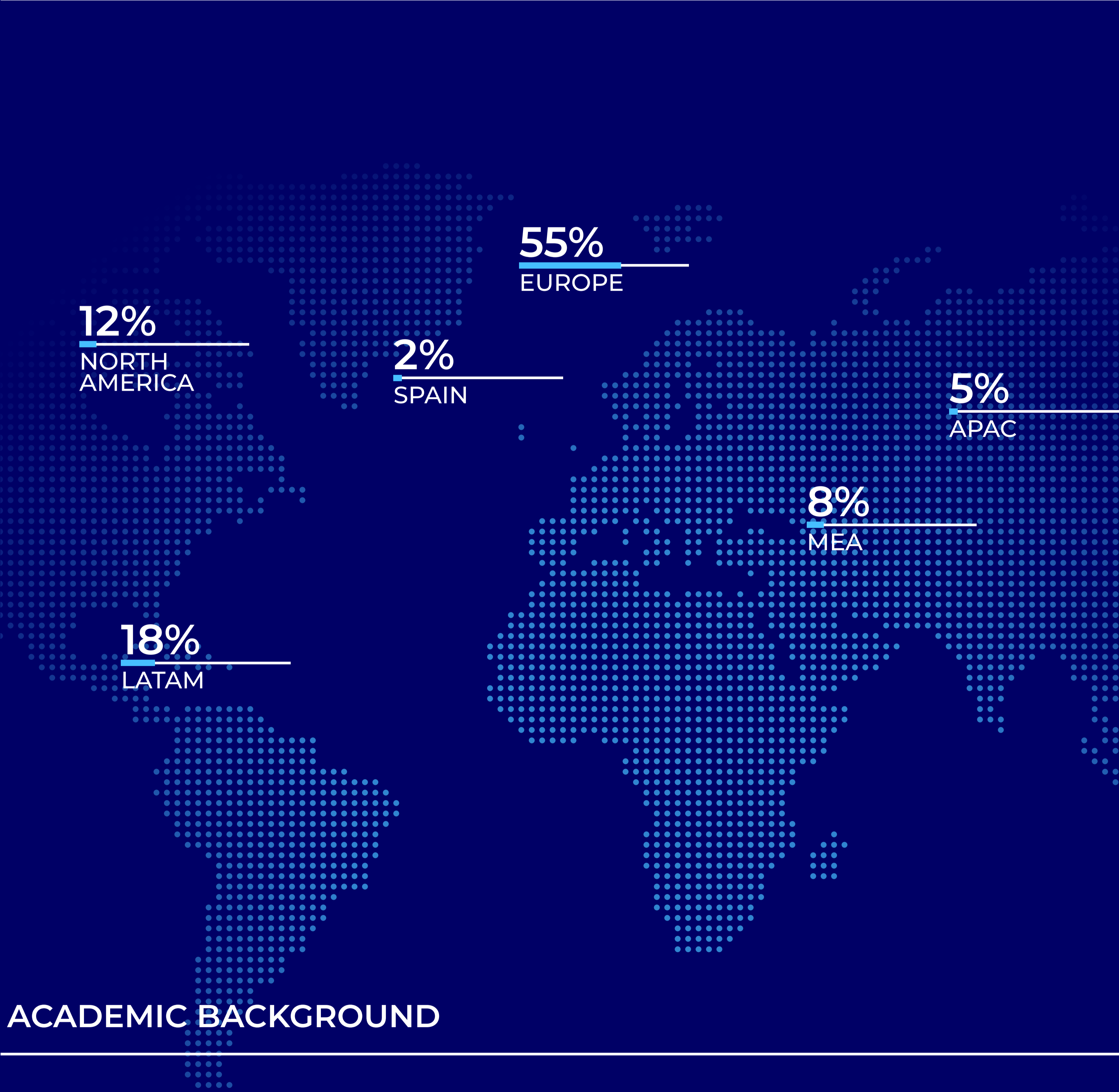


COMPANIES REPRESENTED IN CLASS

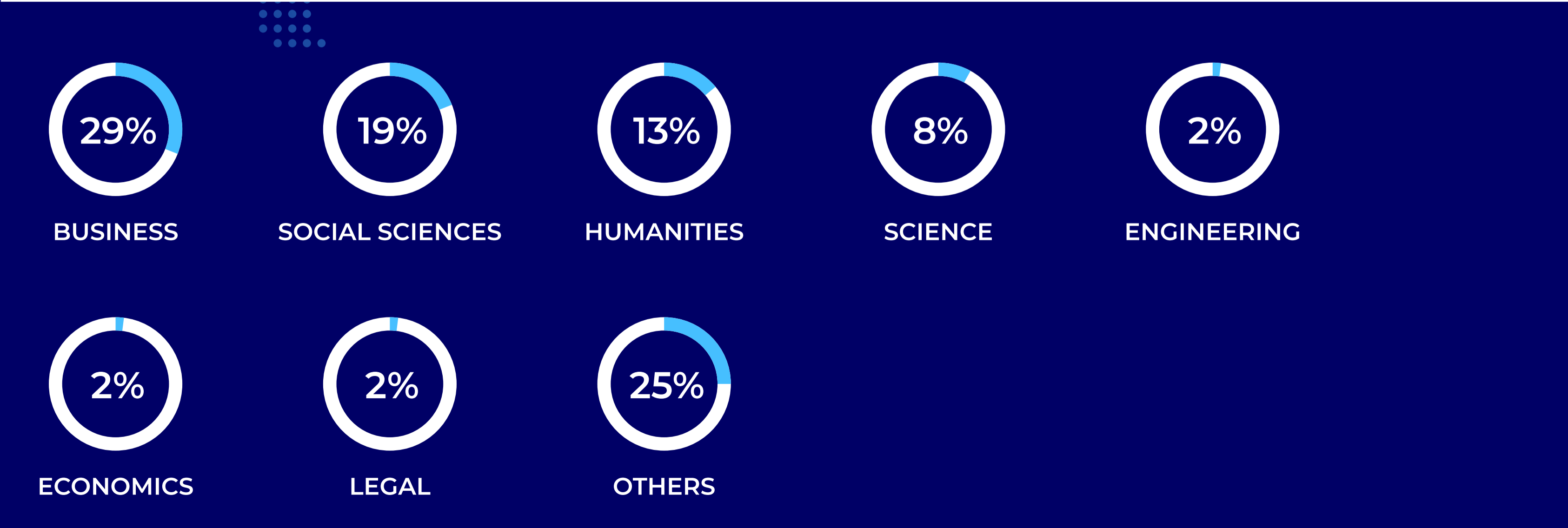


2024 GRADUATES' PROFILE

112	TOTAL NUMBER OF STUDENTS	26	AVERAGE AGE	3	YEARS AVERAGE WORK EXPERIENCE
34	NUMBER OF NATIONALITIES	95%	INTERNATIONAL		



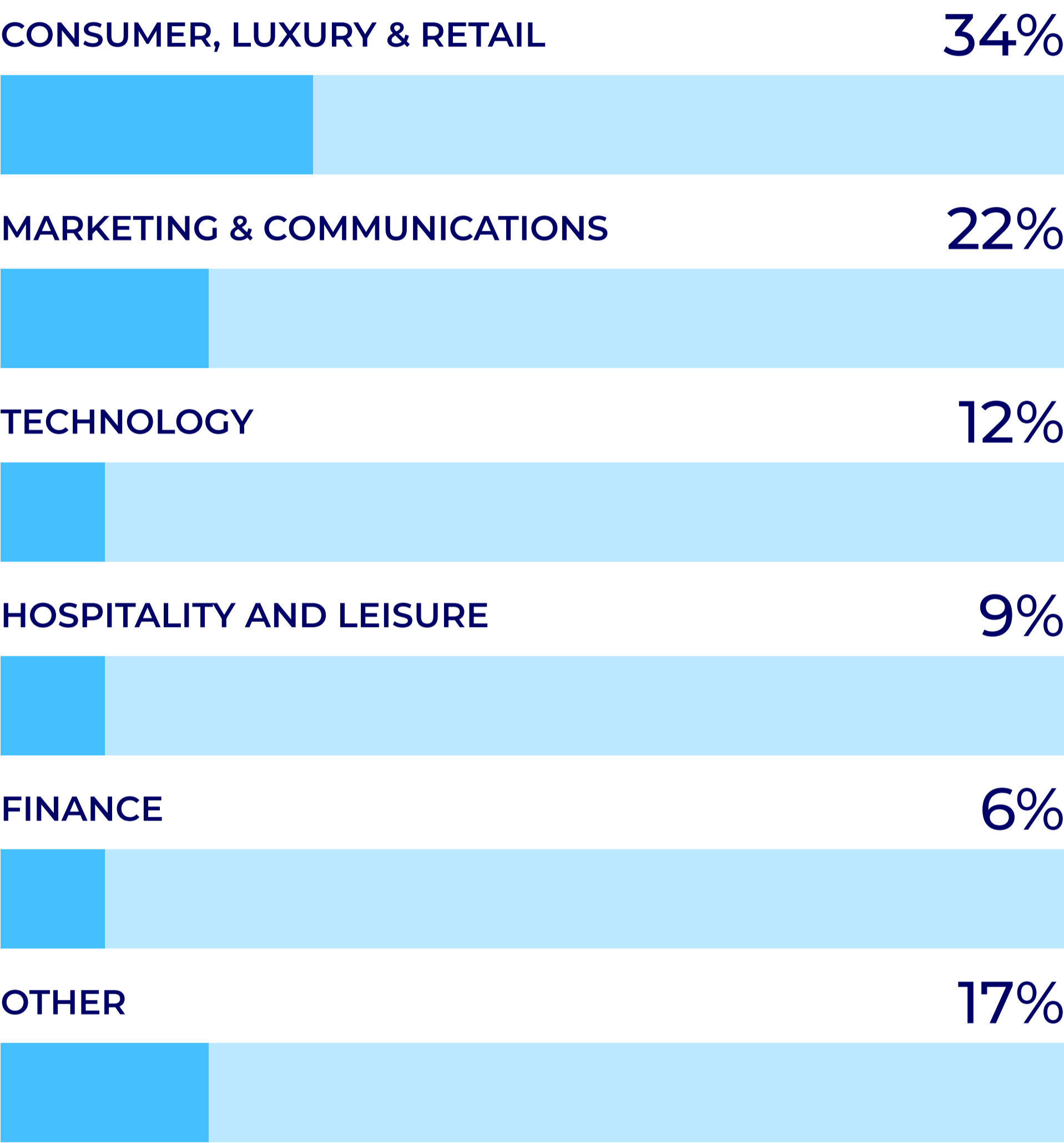
ACADEMIC BACKGROUND



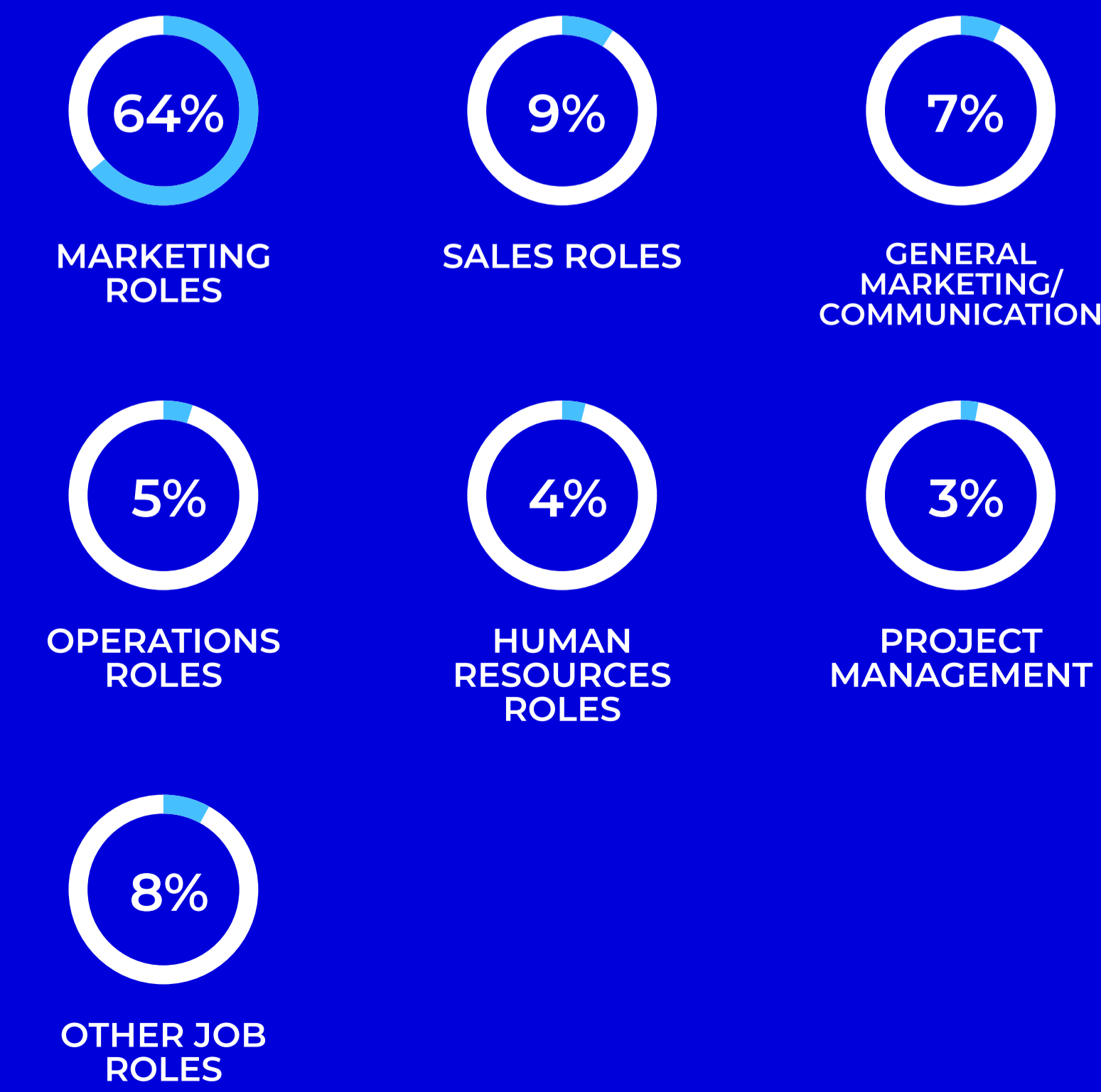


WHERE OUR GRADUATES ARE WORKING NOW

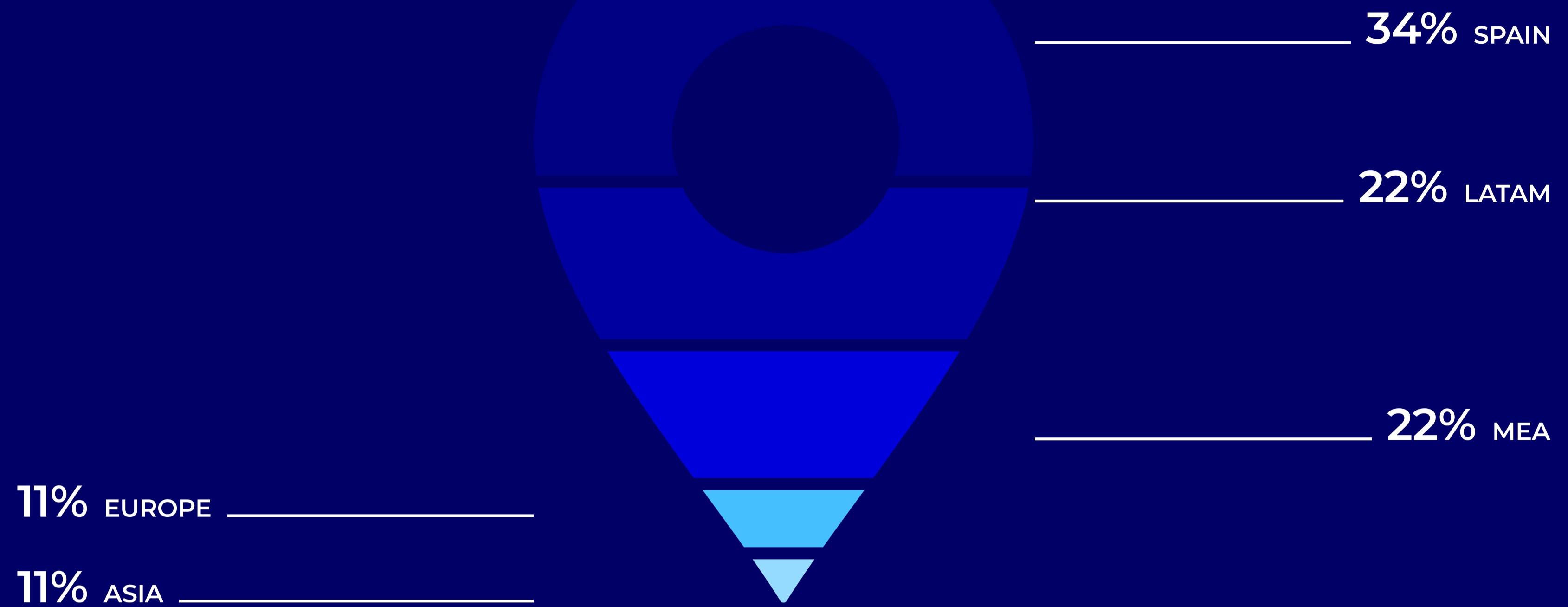
SECTOR



FUNCTION



JOB LOCATION



TOP HIRING COMPANIES

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

92%

JOB ROLE TITLES

ECOMMERCE SALES AND MERCHANDISING SPECIALIST

BRAND MANAGER

CATEGORY MANAGEMENT

COMMUNICATIONS STRATEGIST

E-COMMERCE MANAGER

GUEST EXPERIENCE ASSOCIATE

HEAD OF OPERATIONS

INFLUENCER MARKETING MANAGER

JUNIOR PROJECT MANAGER

MARKETING ASSOCIATE

MARKETING COORDINATOR

MARKETING MEDIA INTERN

MARKETING SPECIALIST

SOCIAL MEDIA ANALYST



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

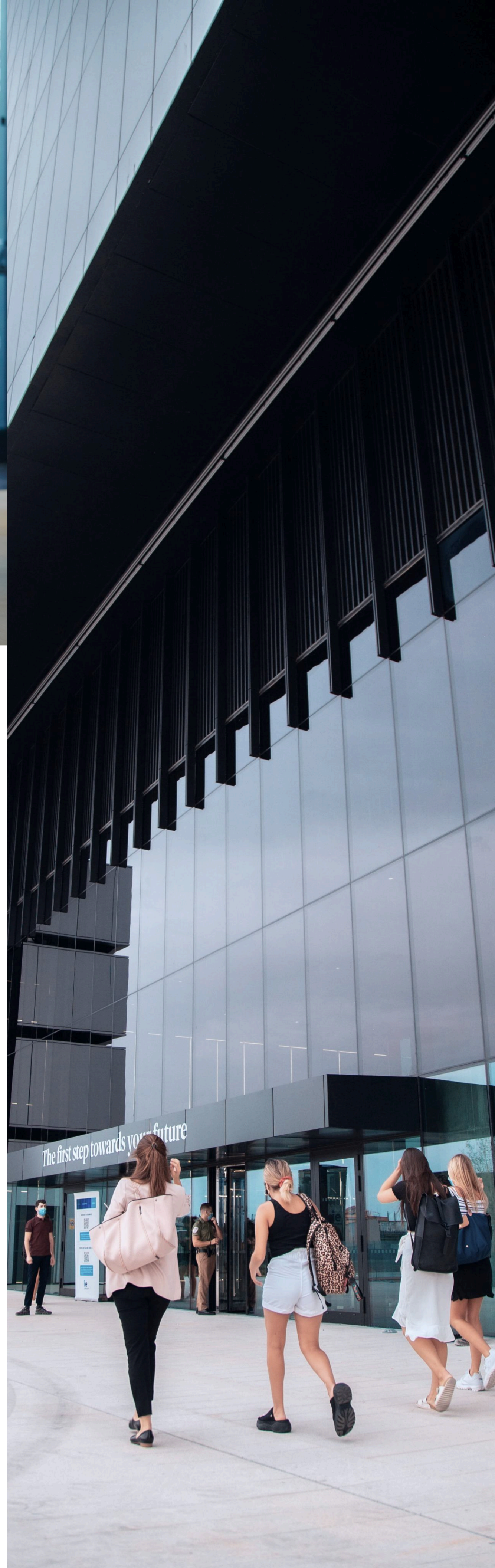
WE'RE HERE TO HELP YOU KICK START YOUR CAREER

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

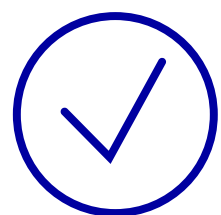
JOB OPPORTUNITIES

2,100

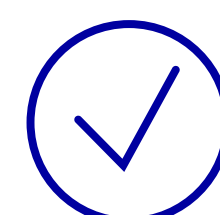
RECRUITING PARTNERS GLOBALLY

ENHANCE YOUR ALUMNI BENEFITS

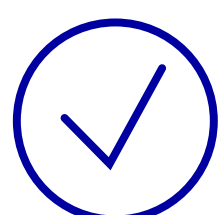
ALUMNI PLUS



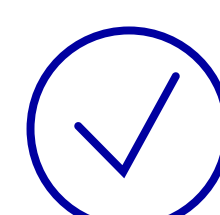
1-hour Executive Career coaching (online or face-to-face) and Career webinars.



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 STRATEGIC MARKETING AND COMMUNICATION

2024

CAREER REPORT