

MASTER IN CORPORATE & MARKETING COMMUNICATION PART-TIME

MANAGEMENT + DIGITAL STRATEGIES

TYPE

MASTER DEGREE

INTAKE

APRIL

FORMAT PART-TIME

ONLINE + FACE-TO-FACE

LANGUAGE

ENGLISH

DURATION

15 MONTHS

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CORPORATE
& MARKETING
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WHY STUDY CORPORATE & MARKETING COMMUNICATION AT IE?

CURRENT SITUATION AND CHALLENGES

We live in a fast-changing environment where companies are in continuous transformation as they merge, de-merge and new ventures are created. Not to mention that the digital media revolution has created new corporate challenges, forcing companies to reinvent the way they operate. In this newly emerging landscape, organizations need to: (1) be ready to rapidly adapt to the latest trends; (2) magnify its reputation and brand; (3) create value and cultivate relationships with offline and online stakeholders.



THE MCMCPT AS YOUR WAY FORWARD

Master in Corporate & Marketing Communication Part- Time trains the next generation of managers that will lead global companies through the latest research and practices in communication. This program satisfies the three main needs of today’s communication industry:

UPDATE NEEDS

01

Due to the **digital revolution**, corporate communication is constantly evolving. With the knowledge acquired in our program, you will learn to implement the latest practices and become critically aware, being able to anticipate all **future developments** within the profession.

- A crisis exploded online and went viral in few hours, how can I prepare my team for next time?
- I have to develop a social media strategy, but how do I start?

PROFESSIONAL NEEDS

02

When a financial crisis takes place, companies tend to cut funds in marketing and communications. By studying our program, you will learn how to develop **Key Performance Indicators (KPIs)** and will be able to show the value added to the company through communication initiatives.

- How can I show the value of my communication and marketing plan?
- How can I measure reputational risks?

CAREER SHIFT

03

Your profession might be going through critical times and you might like to **reinvent yourself** as a corporate communication professional.

- I have a passion for communication and corporate social responsibility, how can I make a shift in my career?

10 REASONS TO JOIN THE MCMCPT

01

Excellent faculty: international professors who are working in director positions in the corporate communication and business field or who are recognized academics.

02

Balanced life between work and classes thanks to the course workload and the part-time structure of the program. You will only need to take 5 weeks off work throughout the master when you will attend the program's face-to-face sessions.

03

Strong ties with other professionals around the world thanks to online and face-to-face interaction throughout the program.

04

Communication + Management: students will apply the latest research into their knowledge of the communication field, based off managerial and analytical lessons taught by professors from IE's World top-ranking Business School.

05

Meeting all professors and participants face-to-face: unlike other programs around the world that provide online courses, during the MCMCPT you will meet all professors, either at the beginning or at the end of each course.

06

Multicultural environment: IE has more than 90 nationalities on campus.

07

Alumni network: you will be part of the life-long alumni global network comprising of over 60,000 former students.

08

IE's international prestige sealed on your resume.

09

IE's innovative and practical approach to learning focuses on real-world projects, case studies, multimedia simulators, debates, team projects and the most innovative communication tools used in this industry.

10

Latest trends in Digital Communication: this program has been designed with the help of an Advisory Committee integrated by top international figures from the communication field, ensuring that all the sessions are based on the latest market trends and on the needs of today's employers.



"In today's economy, 70% to 80% of market value comes from intangible assets such as brand, intellectual capital, and goodwill, and organizations are especially vulnerable to anything that damages their reputations."

Harvard Business Review

QUICK FACTS ABOUT THE MCMCPT

PROGRAM MODULES



For the Master in Corporate & Marketing Communication Part-Time, we are looking for people whose vocation is Marketing + Communication + Management + Digital Strategies.



TYPE
MASTER
DEGREE



FORMAT
PART-TIME:
ONLINE + FACE-
TO-FACE



DURATION
15 MONTHS



INTAKE
APRIL



LANGUAGE
ENGLISH



“After obtaining my Bachelor Degree from the AUC, many years ago, I was continuously searching for a Master’s Program that is communications specific, practical, conveniently structured to accommodate and embrace a full-time working wife and the mother of two lively and amazing young boys, and that can add value to me on the personal and career levels. By far, the MCMCPT program ticked most, if not all, of these boxes.

The program was an eye opener and one of the best life decisions I have ever made. There was a lot to learn from the case studies we analyzed, the many readings and exercises we were assigned (both as individuals and in groups), some very inspiring professors, and also from my worldly group of classmates -who I now proudly call my friends.”

Reem Saleh, Egypt, Class of 2017

Senior Manager - Corporate Communications at Metito Group

01

CORPORATE BUSINESS & MANAGEMENT

02

STRATEGIC COMMUNICATION AND MARKETING

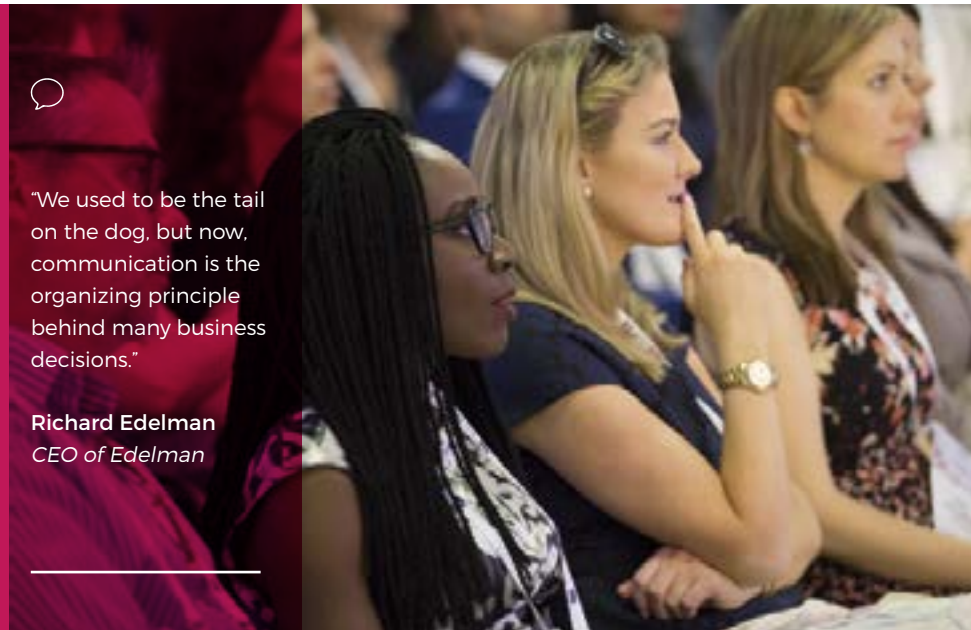
03

COMMUNICATION AND MARKETING PLANS

04

TOOLS AND SKILLS FOR COMMUNICATION AND MARKETING

MCMCPT MODULES + COURSES



“We used to be the tail on the dog, but now, communication is the organizing principle behind many business decisions.”

Richard Edelman
CEO of Edelman

01

CORPORATE BUSINESS & MANAGEMENT

- Strategy
- Entrepreneurship
- Globalization, Business and Media
- Reputation Management
- Ethics and Corporate Governance
- Corporate Social Responsibility and SDGs
- Finance Fundamentals for Communicators and Marketeers

02

STRATEGIC COMMUNICATION AND MARKETING

- Customer-centric Business and Digital Transformation
- Branding and Corporate Identity
- Communication and Brand Consulting
- Strategic Marketing
- Strategic Sponsoring and Partnership Management Storytelling
- Non-market Strategy and Public Affairs

03

COMMUNICATION AND MARKETING PLANS

- Integrated Marketing Communication
- Digital Marketing
- Content Marketing: Engaging Digital Communities
- Internal Communication and Change Management
- Issues, Crisis and Stakeholder Management

04

TOOLS AND SKILLS FOR COMMUNICATION AND MARKETING

- Media Relations and Media Training
- Research Methods in Communication and Marketing
- Customer Insights for Growth
- Data Insights for Decision-making
- Communication Planning, Measuring Intangibles and KPI's Communication Abilities
- Graphic Design and Photography
- Building High-performance Multicultural Teams
- Teamwork
- Attention for High Performance
- Diversity Workshop

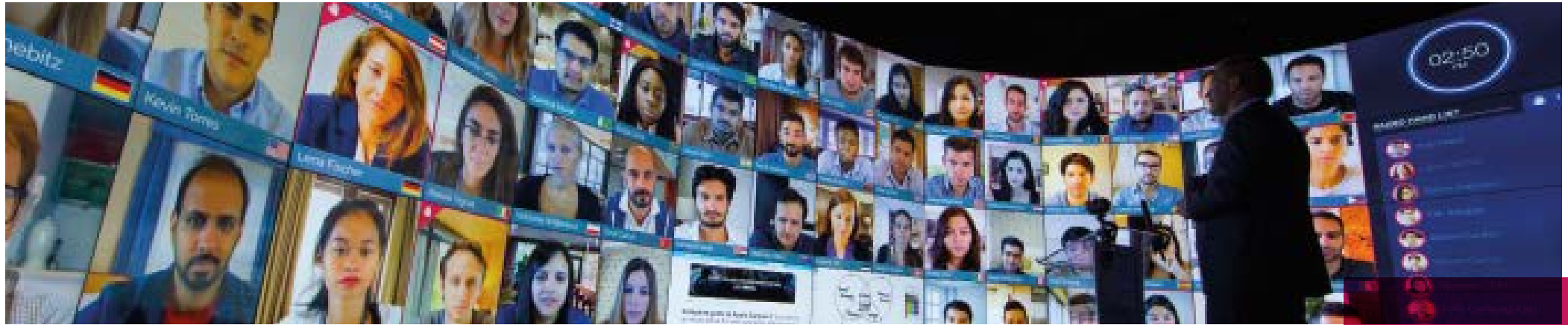
FINAL CONSULTING PROJECT

Students will have to propose a project based on a communication dilemma from their company. Under the guidance of IE strategy coaches, participants will work in teams as consultants in order to manage the project, applying all the skills learnt throughout the academic year.

Some examples of the Final Projects that our MCMCPT students have done:



PROGRAM STRUCTURE



PART-TIME STRUCTURE

You will only take 5 weeks off of work to attend the face-to-face sessions throughout the one year period. This means only 4 trips to Madrid.

15 MONTHS														
MAR	APR	MAY JUL	JUL AUG	SEPT OCT	OCT NOV	NOV DEC	DEC JAN	JAN MAR	MAR	MAR APR	APR	APR JUL	JUL	JUL
ONLINE	MADRID	ONLINE	SUMMER BREAK	ONLINE	MADRID	ONLINE	WINTER BREAK	ONLINE	MADRID	ONLINE	SPRING BREAK	ONLINE	MADRID	GRADUATION
TERM I				TERM II					TERM III					



1ST TRIP.

(1 week) at the beginning of the Master

2ND TRIP.

(2 weeks) between the end of the 1st term and the beginning of the 2nd term

3RD TRIP.

(1 week) between the end of the 2nd term and start of the 3rd.

4TH TRIP.

(1 week) which includes Final Project presentations and the graduation ceremony



FACE-TO-FACE WEEK

- 4 sessions per day
- 1 hour group session per day
- 2-day media training in Media Studio, Segovia

ONLINE WEEK

- 3-6 weekly readings
- Weekly online forums & debates
- 2 live classes every 3 weeks



“It is a complete, well-structured program that taught me to analyze market insights. Through real case studies, I gained the skills necessary to develop strategies for global marketing communications. This is the essence of business that I was missing.”

Houda Bennis, Morocco,
Class of 2015
Corporate Affairs &
Communication Manager
at JTI (Japan Tobacco
International), Morocco



"I think IE's MCMCPT is really understanding how to bring in skills from the Executive MBA as a basis and then really specialize in the area of communications, stakeholder's management and marketing."

**Bryan Jensen, U.S.A.,
Class of 2015**
*Marketing and Creative
Director at Long Shadow
Marketing and Creative
Services, USA*

CLASS PROFILE

The Master in Corporate & Marketing Communication Part-Time allows students to create lifelong relationships with other top professionals from different cultural and professional backgrounds. By studying at IE, students gain access to over 60,000 alumni spread across more than 100 countries.

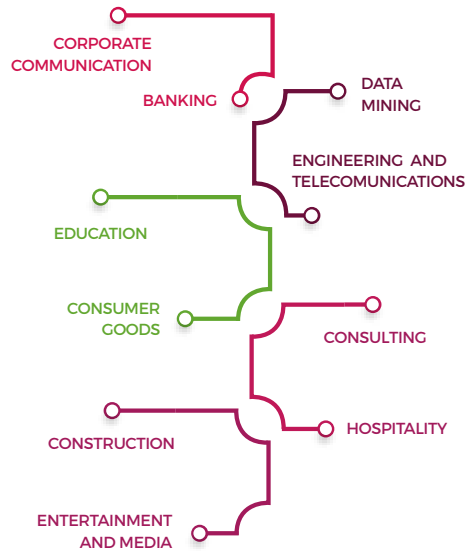
ACADEMIC BACKGROUNDS



GENDER



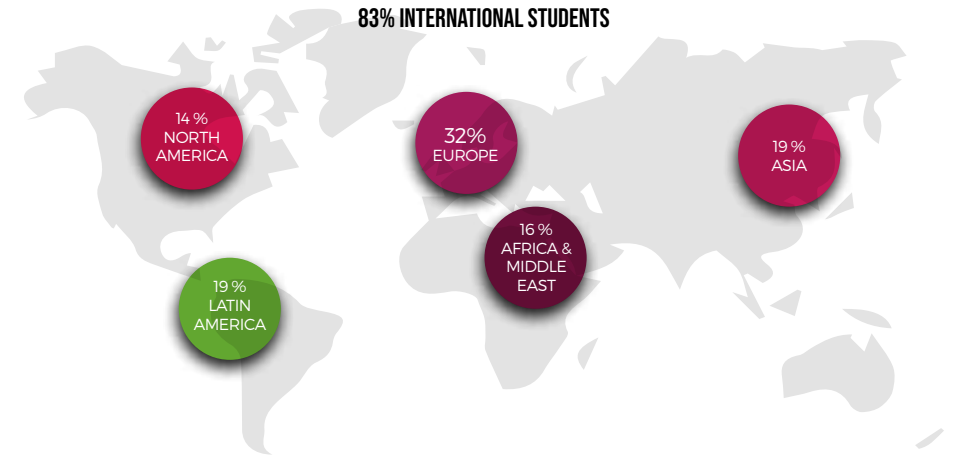
PROFESSIONAL BACKGROUNDS



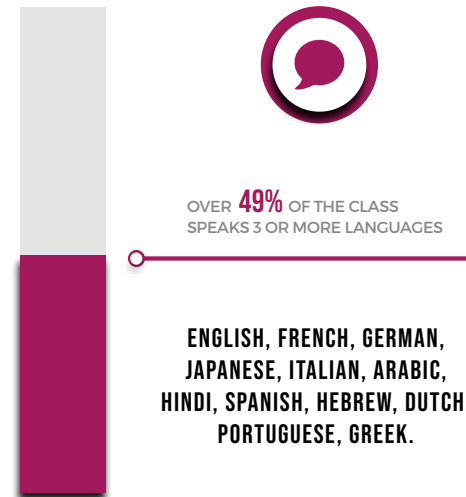
AGE RANGE



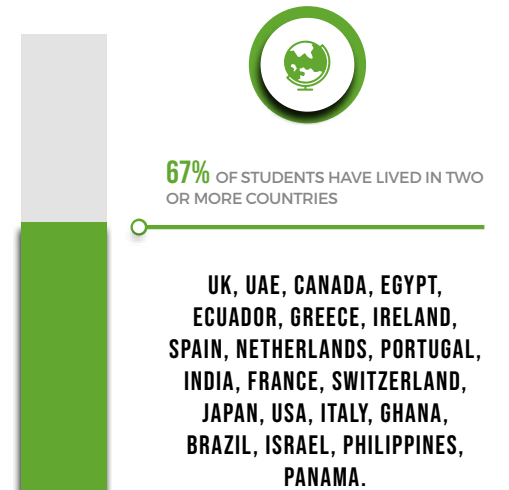
NATIONALITIES



LANGUAGES SPOKEN BY THE CLASS



COUNTRIES WHERE STUDENTS HAVE LIVED



CAREER OPPORTUNITIES

INCREASING OPPORTUNITIES IN THE JOB MARKET

The Reputation Institute recently announced that 40% of corporate communication officers are now part of the Executive Board have frequent interactions with their CEOs.. Companies are now in search of:

- **Analytical minds:** understanding context and anticipating how society evolves.
- **Trend spotters:** open-minded people who are wanting to constantly grow and improve.
- **Innovative minds:** people who think “outside of the box”.
- **Facilitators:** breaking the “silent silos” that cause credibility issues and gaps.
- **Business experts:** measuring intangibles and produce KPIs in communication.
- **Champion networks:** first brand ambassadors that inspire others.
- **Coherence creators:** delivering corporate messages in a coherent way.
- **Coaches:** becoming the CEO’s alter ego when you reach the top communication level.

SAMPLE OF POSITIONS

- | | |
|--|--|
| Global Reputation Manager | Head of Campaign Unit |
| Risk and Crisis Communication Manager | Director of Corporate Affairs |
| Senior Marketing Communication Manager | Online Marketing Director |
| New Media Strategist | Head of Public Relations and Media Relations |
| Community Manager | Head of Internal Relations |
| Brand Manager | Social Media Manager |
| Corporate Communication Officer | |

AREAS

Communication Strategy, Public Relations, Crisis and Issues Management, Marketing Communication, Branding, Online Communication, Public Affairs, Reputation Management and others.

ABOUT IE



MORE THAN 30
GRADUATE PROGRAMS.



INTERNATIONAL CAREERS FAIR HELD ANNUALLY WITH THE PARTICIPATION OF MORE THAN 100 MULTINATIONAL ORGANIZATIONS.



60,000 ALUMNI
HOLD POSITIONS OF RESPONSIBILITY IN OVER 100 COUNTRIES



SINCE 1973
FOCUSED ON ACADEMIC EXCELLENCE.



90 NATIONALITIES
ARE REPRESENTED ON CAMPUS



30
INTERNATIONAL OFFICES AROUND THE GLOBE.



MORE THAN 500 PROFESSORS
28% OF WHOM ARE WOMEN.



MORE THAN 200
STUDENT AND ALUMNI ORGANIZATIONS AND CLUBS.

RECOGNITION

IE is a top-ranked school, according to prestigious international rankings:

1ST Worldwide Online MBA Programs

QS Distance Learning 2020

2ND Global Online MBA

Financial Times, 2020

IE METHODOLOGY

APPLY WHAT YOU LEARN

IE's innovative learning methodology focuses on active-learning using case studies, multimedia simulators, team projects, class debates and consulting projects in the communication and managerial field:



CASE METHOD



BUSINESS SIMULATIONS



ROLE PLAYING



PRACTICAL WORKSHOPS

01

PRACTICAL HANDS-ON LEARNING

Work on real-life business and communication problems with industry experts and real clients.

02

WORLD-CLASS UP-TO-DATE FACULTY

Our faculty includes full-time academics and professors who work in senior managerial positions all around the globe, and who bring their day-to-day experience into the classroom.

03

EMPLOYMENT-FOCUSED CURRICULUM

Designed in conjunction with industry professionals and based on the needs of employers.

04

SPEAKERS AND EVENTS

Spanning across all of IE Schools, providing students with a rich source of new ideas and perspectives. Our students can also attend different talks and events with top international professionals.

FINANCIAL AID & SCHOLARSHIPS

Participants are eligible to apply to different financial aid options: internal scholarships, external scholarships and student loans. Further information is available at: www.ie.edu/scholarships

DOCUMENTS REQUIRED

To be considered for admission, a candidate should provide the following:

- Bachelor degree from an accredited university
- One-page CV
- Two letters of recommendation
- Official university transcripts (certified translation into English or Spanish)
- Photocopy of current passport
- One passport-size photo
- Duly completed application form, including all supporting documents
- Application fee 150€ (non refundable and payable by credit card or cash)

ADMISSION

HOW TO APPLY

At IE, we seek ambitious, motivated, and creative candidates with excellent professional and/or academic backgrounds.

For more information about the program or the admissions process, please contact:

Andrea Flores
 Master in Corporate & Marketing
 Communication Part-Time
Hst.admissions@ie.edu

ADMISSION PROCESS

The process is divided into three steps:



SUBMISSION OF
 APPLICATION FORM
 AND DOCUMENTS



PERSONAL
 INTERVIEW



FINAL
 DECISION



A WORD FROM THE DEAN AND THE ACADEMIC DIRECTOR

Gone are the days when being an exceptional communicator was enough to achieve a **successful career**. Demands have grown tremendously. If you want to **create business value from communication** in today's environment, you need to obtain the know-how to face the latest trends of this industry.

The Executive Master in Corporate & Marketing Communication trains top management professionals to strengthen and update their knowledge to manage reputation and communication with stakeholders in order to increase corporate value in today's complex and digital world.

The advantage of joining our program is threefold: **1)** You will get an update of the hot areas in corporate communication **2)** You will learn how to bridge the gap between business and communication, and finally, **3)** You will be able to maintain a work-life-study balance while ensuring to learn in a real multicultural and entrepreneurial environment.

AN INVITATION FOR PROFESSIONALS TO PURSUE NEW RELEVANT WAYS OF LEADING IN COMMUNICATION

If you want to become a successful communication professional with a business mindset and you feel ready to undertake this innovative, practical and enjoyable learning experience along with a select number of **executives and professionals from all around the world**, we invite you to join IE's Master in Corporate & Marketing Communication Part-Time.



**Begoña
González-Cuesta, PhD.**

Dean of
Communication and
Media at IE School of
Human Sciences and
Technology, Professor of
Visual Storytelling, and
Representation
and Ethics



María Eizaguirre Diéguez

Academic Director
Master in Corporate
& Marketing
Communication

IE'S GLOBAL PRESENCE

NORTH AMERICA northamerica@ie.edu

USA & CANADA

WEST & MIDWEST USA -

LOS ANGELES

westcoast@ie.edu

SOUTH USA & CARIBBEAN - **MIAMI**

southusa@ie.edu

NORTHEAST USA - **NEW YORK**

northeast@ie.edu

CANADA - **TORONTO**

canada@ie.edu

LATIN AMERICA latam@ie.edu

ARGENTINA & URUGUAY -

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argentina@ie.edu

uruguay@ie.edu

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AUSTRIA - **MUNICH**

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PORTUGAL - **LISBON**

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EASTERN EUROPE & CENTRAL

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