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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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

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

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

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

Quick Facts about the MCMCPT

- **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
MCMCPT MODULES + COURSES

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

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

COMMUNICATION AND MARKETING PLANS

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

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:

- "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
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.

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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
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.
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.

CAREER OPPORTUNITIES

INCREASING OPPORTUNITIES IN THE JOB MARKET


SAMPLE OF POSITIONS

Global Reputation Manager
Risk and Crisis Communication Manager
Senior Marketing Communication Manager
New Media Strategist
Community Manager
Brand Manager
Corporate Communication Officer

Head of Campaign Unit
Director of Corporate Affairs
Online Marketing Director
Head of Public Relations and Media Relations
Head of Internal Relations
Social Media Manager

AREAS


ABOUT IE

MORE THAN 30 GRADUATE PROGRAMS.

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

90 NATIONALITIES ARE REPRESENTED ON CAMPUS

MORE THAN 500 PROFESSORS 28% OF WHOM ARE WOMEN.

MORE THAN 200 STUDENT AND ALUMNI ORGANIZATIONS AND CLUBS.

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

SINCE 1973 FOCUSED ON ACADEMIC EXCELLENCE.

30 INTERNATIONAL OFFICES AROUND THE GLOBE.

RECOGNITION

IE is a top-ranked school, according to prestiged 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:

- **30%** CASE METHOD
- **20%** BUSINESS SIMULATIONS
- **20%** ROLE PLAYING
- **30%** PRACTICAL WORKSHOPS

### PRACTICAL HANDBS-ON LEARNING
Work on real-life business and communication problems with industry experts and real clients.

### 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.

### EMPLOYMENT-FOCUSED CURRICULUM
Designed in conjunction with industry professionals and based on the needs of employers.

### 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.
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

HOW TO APPLY

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

FINANCIAL AID & SCHOLARSHIPS

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)

DOCUMENTS REQUIRED

The process is divided into three steps:

ADMISSION

ADMISSION PROCESS

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.

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.

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

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