

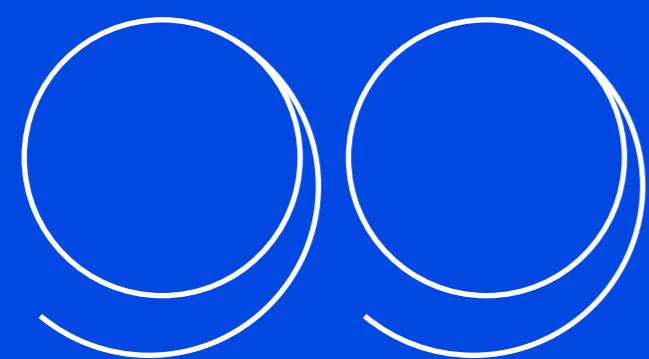
MASTER IN STRATEGIC MARKETING & COMMUNICATION

MARKETING, COMMUNICATION & SALES

In an increasingly digital world, marketing strategy is more essential than ever. Companies are seeking new forms of engagement, open innovation and brand co-creation strategies and their implementation. This program gives you the tools to address the digital challenges of today.



"The program allowed me to have a career shift and to discover the communication and marketing sector, while giving me a complete vision of the field since we had to deal with all the pillars and variants of marcom.



Edna Crespo Gómara, Spain

ABOUT THE PROGRAM

Your program overview

Mode of Study	Full-time
Format	In-person
Intake	September
Duration	10 Months
Language	English
Location	Madrid

The Master in Strategic Marketing and Communication is designed for a rapidly evolving digital world and young professionals who are eager to enter the world of marketing, communication and sales and elevate their professional experiences. This program takes the latest advancements in digital technology and equips you with a 360-degree vision of the world of marketing and communications.

WHO IS THIS PROGRAM FOR?

The perfect fit

Through a focus on how marketing and communication professionals and brand managers can harness the power of digital platforms, social media and digital strategy, the Master in Strategic Marketing and Communication provides the necessary tools to become an impactful leader in your field.

For those who
wish to become...

Brand Manager

Media Buyer

Crisis Communication
and Reputation
Manager

Communication
Director

CSR and Social Impact
Manager

Issues, Crisis and
Stakeholder Manager
Global Reputation
Manager

Risk and Crisis
Communications
Manager

Head of Public
Relations & Media
Relations

Corporate
Communication
Consultant

New Media Strategist
Director of Corporate
Affairs
Communications
Specialist

WHY CHOOSE THIS PROGRAM?

Reasons you should join

01

Discover cutting-edge digital strategies

In order to keep up with new customer demands and technology advancements, you need to be digitally prepared. During this program, you'll discover the latest digital tools as well as in-demand reputation management and CSR strategies, ensuring you're primed to handle any communication challenge.

02

Make an impact

With over 4 billion online users, marketing communications are becoming increasingly crucial to any company's bottom line. You'll learn to lead and guide organizations forward through Agile methodologies, while empowering them to implement the latest trends to drive engagement.

Become a digital communicator

This highly practical program encourages you to put your skills to the test as you learn to generate business value through impactful approaches. You'll discover how to effectively manage stakeholders and clients through new forms of engagement, open innovation and brand co-creation as you use innovative strategies to make a lasting impression.

03

04

Learn from industry experts

Our faculty is made up of a diverse group of academics and professionals who provide a unique classroom experience. Their pedagogical rigor and real-world expertise is showcased in each session, offering you first-hand experience and insights.

05

Expand your global network

The Master in Strategic Marketing & Communication is your entry into an unparalleled network of over 60,000 professionals worldwide, with our alumni working in leading companies all over the world. What's more, IE Talent & Careers is always on hand to help you build professional relationships that matter.

35 times

The likelihood that organizations with effective change and communication programs will outperform their peers.

ThinkTalent





This program was instrumental in giving me a 360-degree view of what communications is all about—everything from media relations and crisis communications to integrated marketing opportunities.”

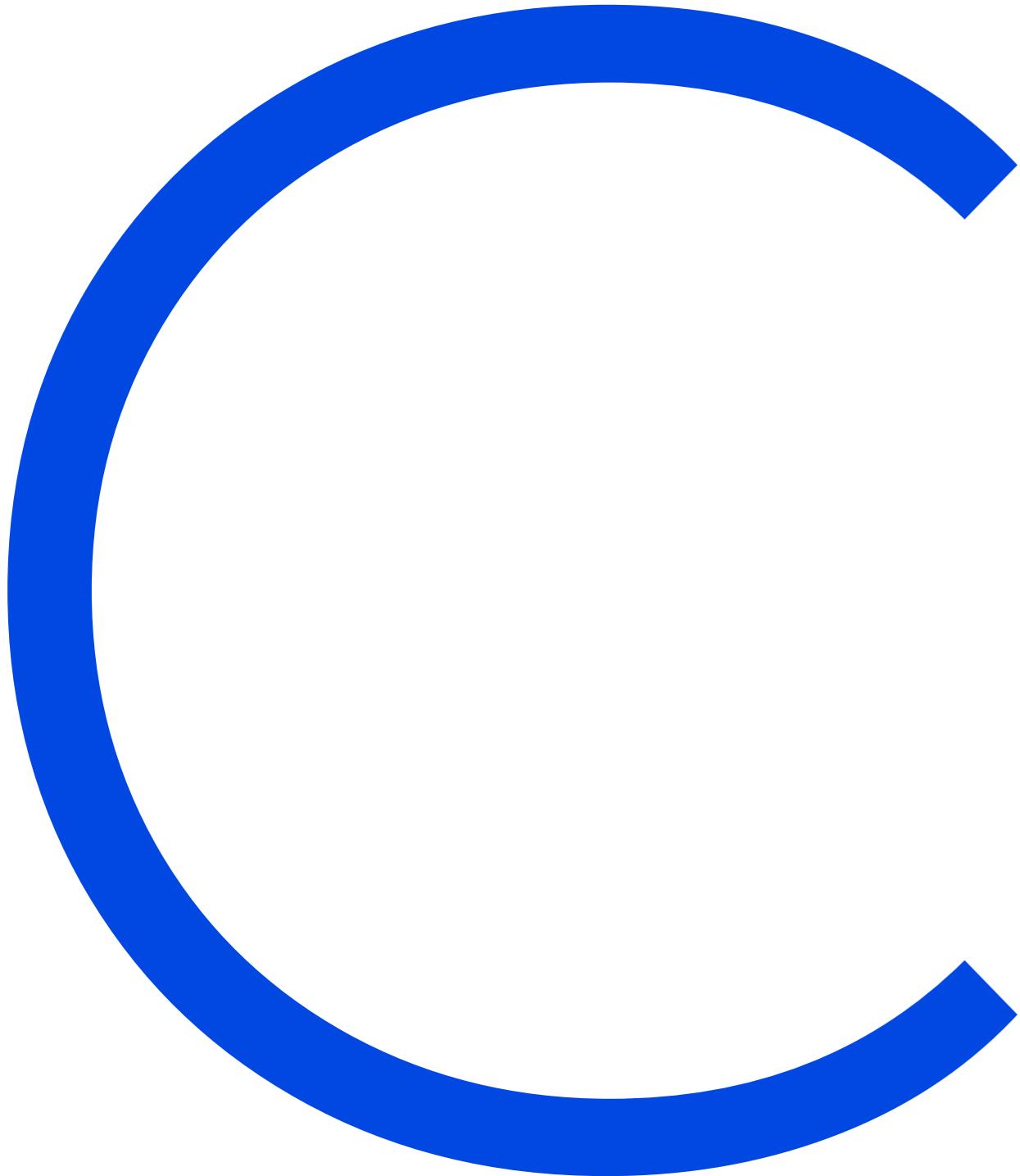
PROGRAM STRUCTURE

Your learning journey

Combining face-to-face classes, group meetings and hands-on simulations in the fast-paced city of Madrid, the program is divided into three terms that cover a range of key areas.

Core Period

We believe that any career path within Marketing, Communications and Sales requires general competency in several key areas. Our approach is simple: first, lay the groundwork with a strong basis in the foundations; then, allow you to specialize by completing one of the unique master's programs under the MARCOM umbrella.



46,200

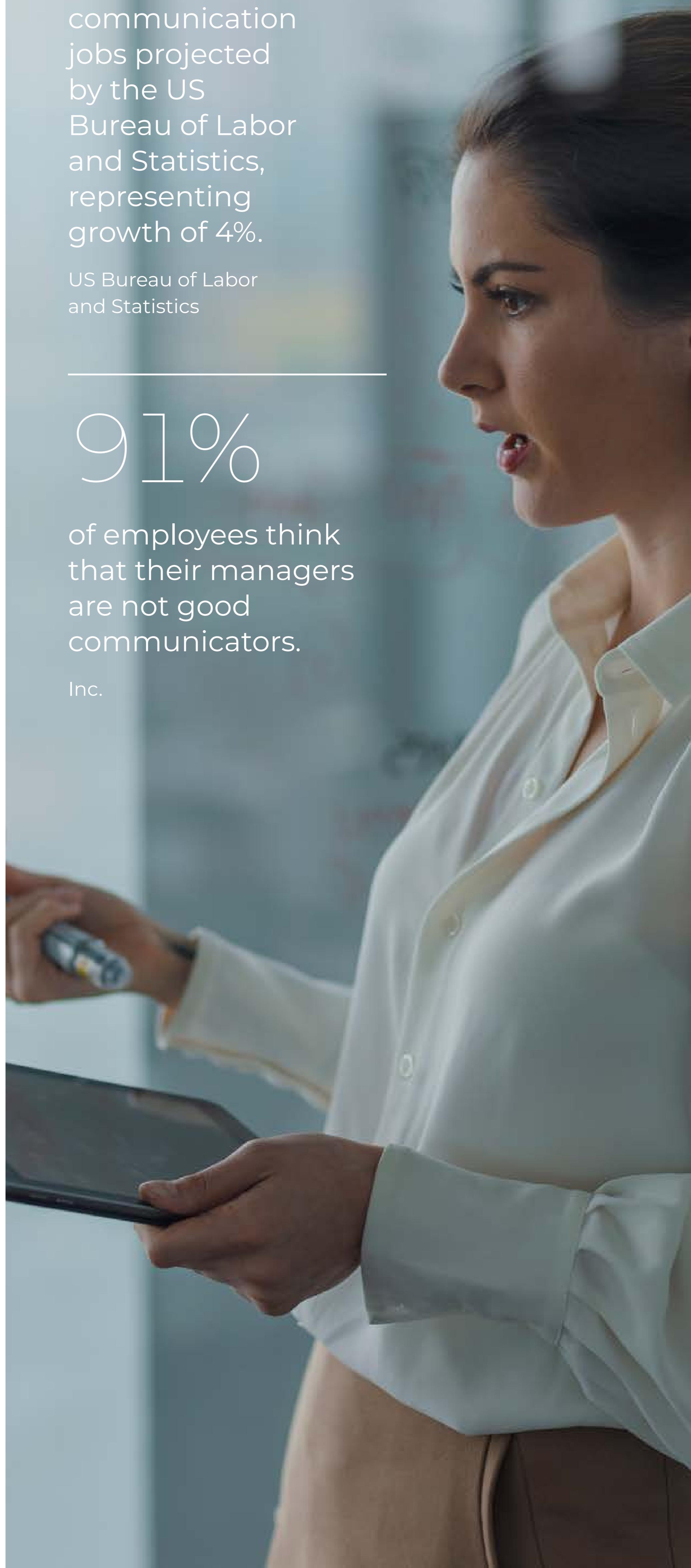
The number of new media and communication jobs projected by the US Bureau of Labor and Statistics, representing growth of 4%.

US Bureau of Labor and Statistics

91%

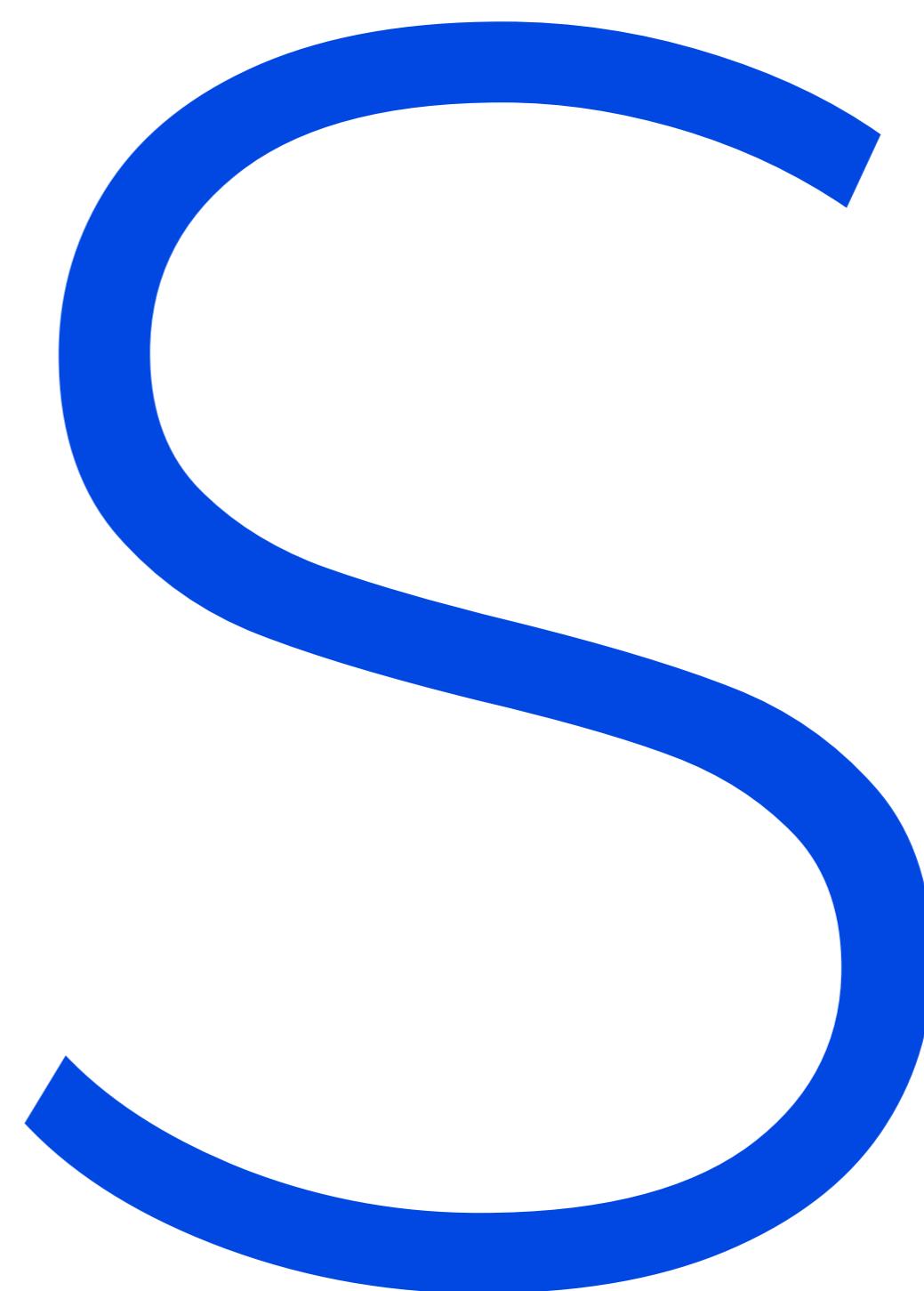
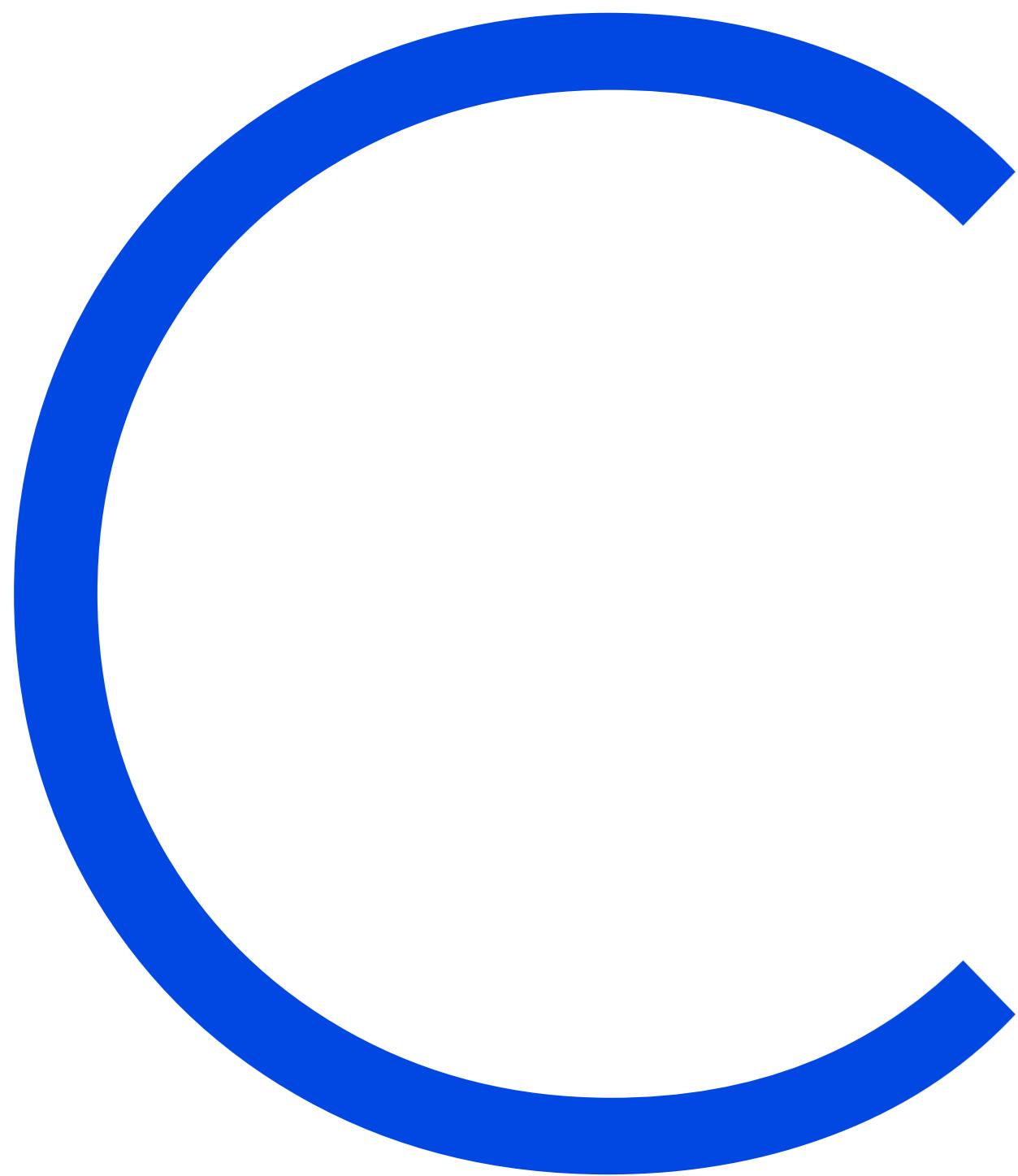
of employees think that their managers are not good communicators.

Inc.



Corporate Business and Management

It's crucial that corporate communicators understand the foundations of how businesses operate and the impact that communication and marketing professionals have on the overall bottom line. To get the big picture, you'll dive into topics like reputation management, strategy, entrepreneurship, ethics and corporate governance.

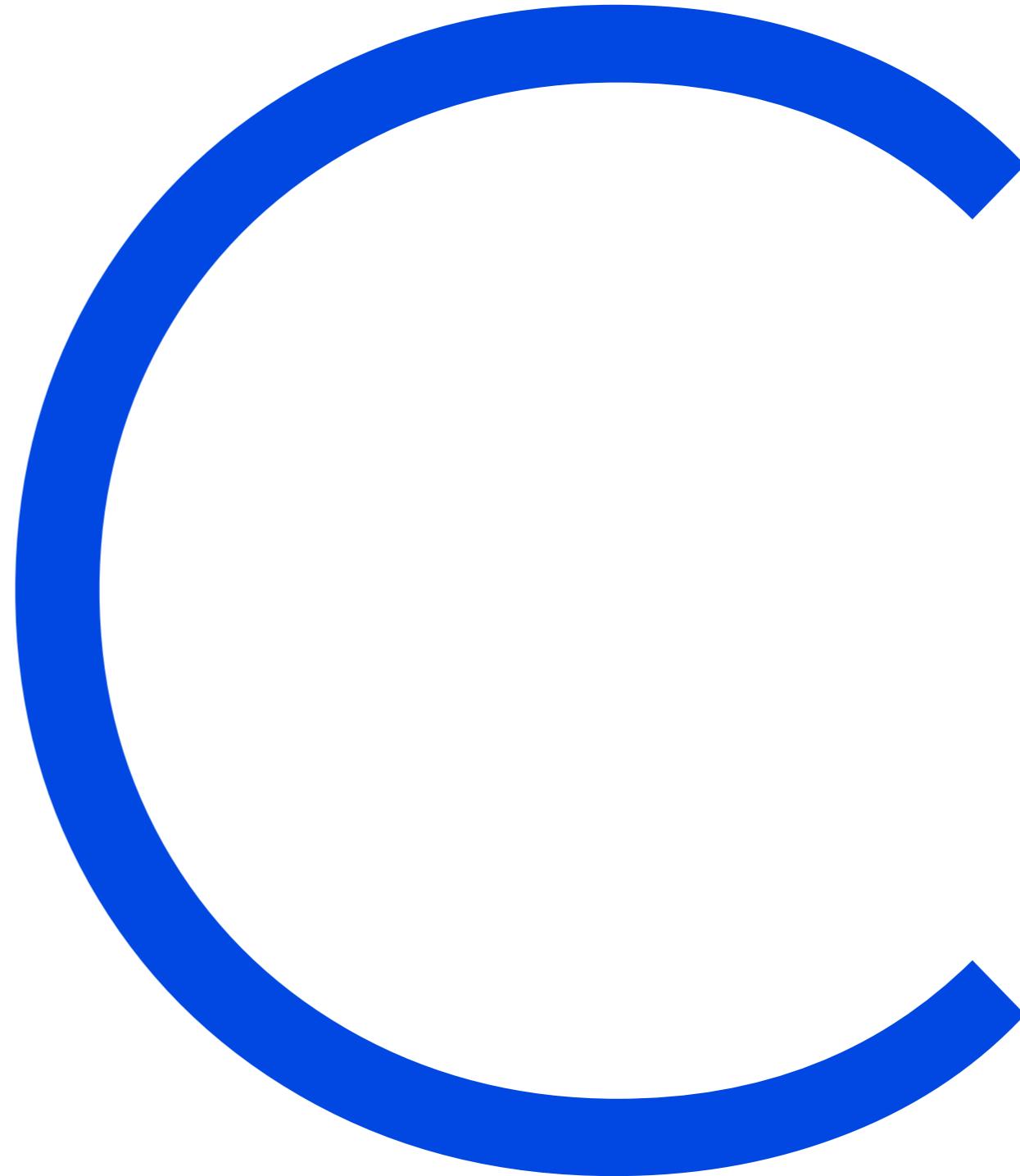


Strategic Communication and Marketing

Today's customer-driven market requires businesses to go above and beyond. In this area, you will fine-tune your skills in topics like branding and corporate identity, strategic marketing, storytelling, public affairs and partnership management.

Communication and Marketing Plans

Secure your role as a valuable and future-forward team leader with strong marketing and communication skills. Here you will explore digital marketing and content marketing, internal communication and change management, and integrated communication to devise impactful communication plans.





T

Tools and Skills for Communication and Marketing

Regardless of the sector or position, as a corporate and marketing communication professional you must think analytically and leverage data for key decision-making. You'll master skills in research methods, data insights for decision making and measuring intangibles and KPIs to critically evaluate the effectiveness of campaigns.

The Final Project

During the program, you will apply the skills and knowledge acquired throughout to a consulting project with a real company. Students have previously worked with L'Oreal, Loewe, Dior, Mondelez and Repsol, boosting their resumes, network and future career prospects.

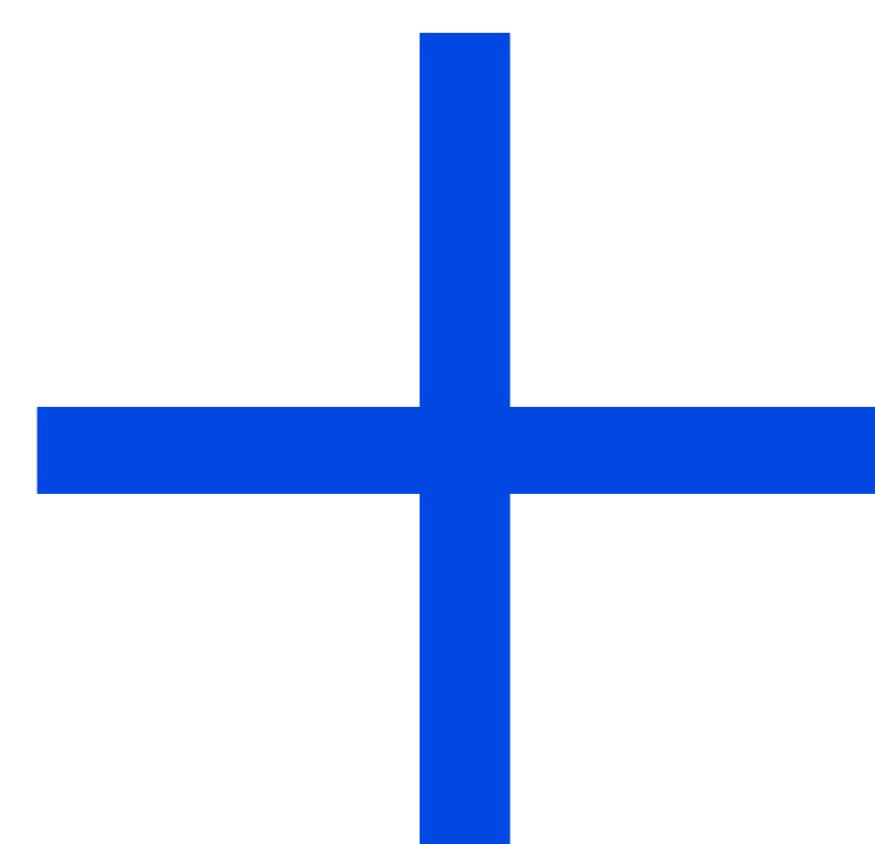
L'ORÉAL

LOEWE

Mondelēz
International

Dior

REPSOL



Your program, built into The Stage

Through your journey at IE Business School, you'll be part of **The Stage**, your step into the exciting world of Marketing, Branding & Sales. As a student on one of our five master's degrees in this field, your program will open to this unique adventure, guaranteed to help you find center stage in your own life and become the next best you.

Your program is a vital part of The Stage experience. Classrooms transform into interactive sets, where professors blend the artistry of creativity, storytelling and experience creation with business strategy and customer insights for holistic skill building. The Stage complements your learnings, cementing your understanding of core Marketing, Branding & Sales principles while offering a platform where you can connect with over 400 like-minded professionals from across all five programs for collaboration, knowledge exchange and support.

COMMON CORE PERIOD
2 MONTHS — SEPT-NOV

MANAGERIAL SKILLS

CREATIVE SKILLS

ANALYTICAL SKILLS

MARKETING FOUNDATIONS

IMPACT SKILLS

CAREER DISCOVERY AND SUCCESS SESSIONS

THE STAGE SPEAKER SERIES

**CONTINUE WITH YOUR
MASTER IN...**

8 MONTHS — NOV-JULY

MARKET RESEARCH & CONSUMER BEHAVIOR

CREATIVE DIRECTION, CONTENT AND BRANDING

CUSTOMER EXPERIENCE AND INNOVATION

DIGITAL MARKETING

STRATEGIC MARKETING AND COMMUNICATION

**CAREER SECTOR BOOSTERS
(OPTIONAL)***
3 MONTHS — SEPT-DEC

MARCOM FOR CONSUMER GOODS, FASHION AND LUXURY BRANDS

MARCOM FOR TECH COMPANIES

*Optional period with additional cost

GLOBAL IMMERSION WEEK (EG. LONDON, AMSTERDAM)

INTERNSHIPS (UPON SELECTION PROCESS)

SOCIAL IMPACT TRIP (EG. GHANA AND SOUTH AFRICA)

CERTIFICATES: SUSTAINABILITY, DIGITAL ANALYTICS SALESFORCE, PEOPLE ANALYTICS AND E-COMMERCE

And that's just the beginning.
Click here to find out more about the program.

[Find out more →](#)

International Experiences

Broaden your perspective on international business markets and marketing, communication & sales career trends as part of optional international experiences: the Global Immersion Week or the Social Impact Week. Previous international experiences have taken our students to London and Ghana, as well as other destinations such as Amsterdam and South Africa.

Global Immersion Week

The MARCOM Global Immersion Week (GIW) allows master's students to network with companies, explore new cultures and gain new career insights. Our goal is to offer you a one-week international experience and show you firsthand the main career outcomes that you can find today within other relevant international business markets. Previous years' agendas have included in-company visits to Google, Ipsos, Amazon, Diageo and the Financial Times, among others.



Social Impact Week

Our goal is to nurture the next generation of purpose-driven business professionals who possess a deep sense of responsibility to the planet and society. The Social Impact Week is a one-week trip in which you will visit local companies within the fields of marketing, communication & sales. There, you will develop a project for a client that is focused on Social Impact, Entrepreneurship and MARCOM. It is a perfect opportunity to network, gain global knowledge and have an impact on society.



STUDENT PROFILE

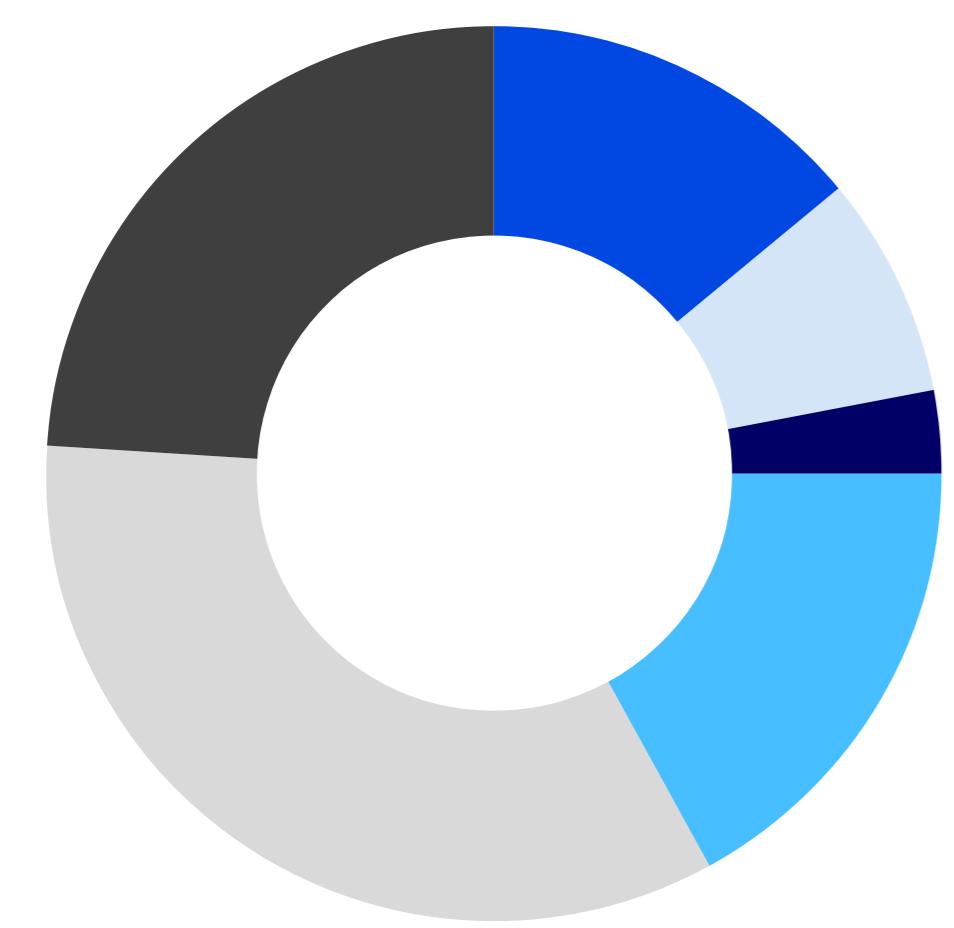
Your future network

This program is designed for leaders who are ready to disrupt the world of communication with a career that focuses on people and influence, strategy and data-driven analysis.

The ideal candidate is one who seeks multidisciplinary skills and the tech savvy needed to grow businesses worldwide.



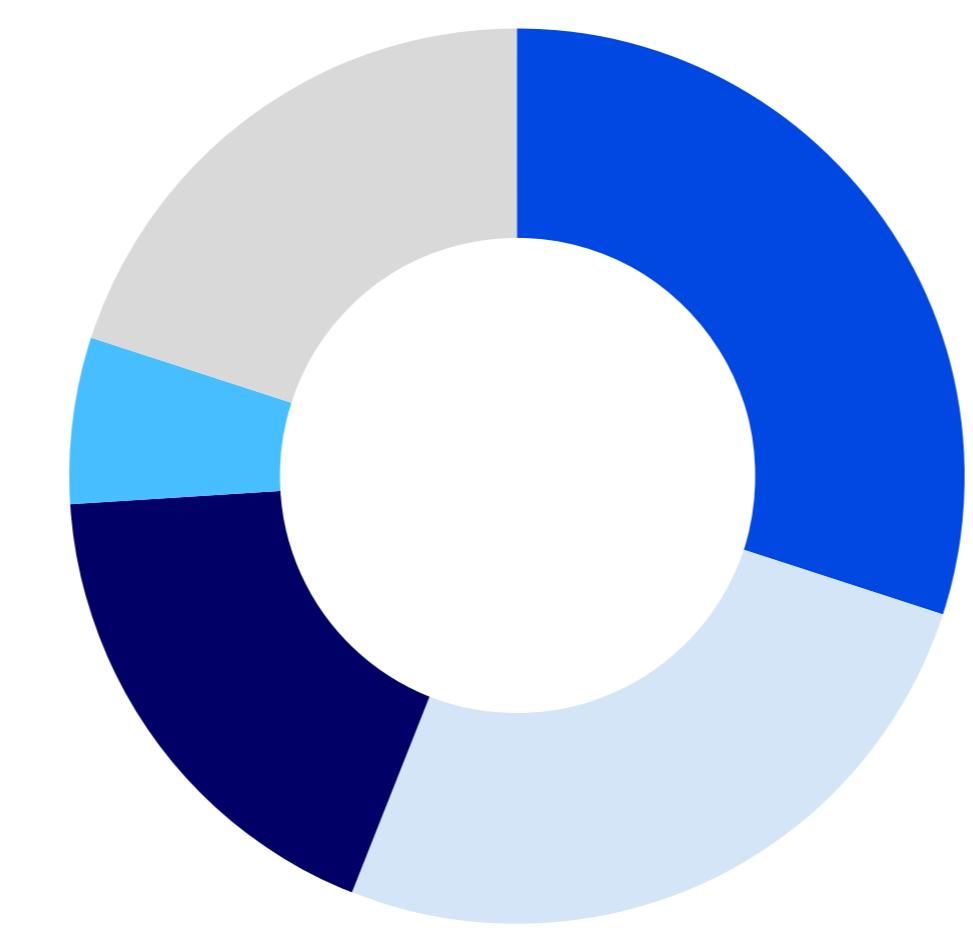
19 nationalities
represented in the classroom



Latin America
North America
Asia Pacific

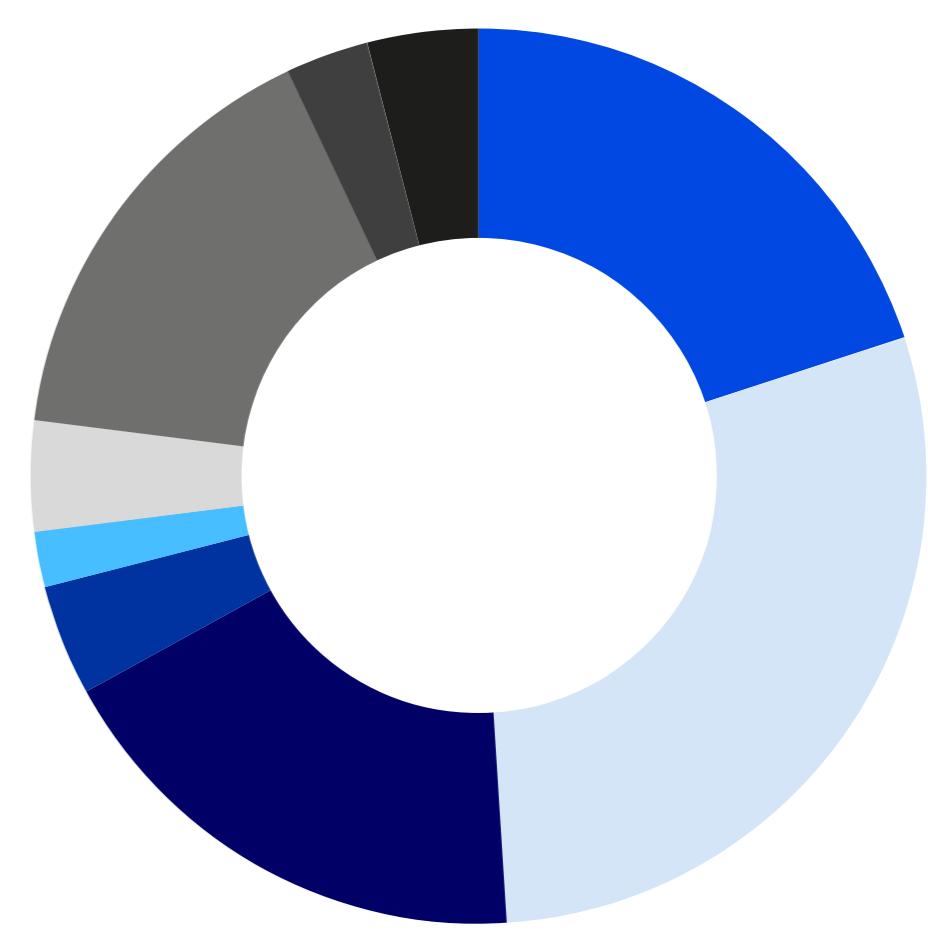
Middle East & Africa
Europe
Spain

Academic background



Business and marketing
Communication and journalism
Social sciences
Law
Arts & Humanities

Where do program alumni work?



Consulting
Consumer Packaged Goods
Manufacturing and Transportation and Logistics Services
Energy and Technology
Government
Media/Entertainment
Retail
Real Estate
Other

21–29

years old is the average age of students in this program.

0–5

years of **experience**.

14

different languages are spoken.

Where do our alumni work?

accenture

amazon

NIKE



ENGEL&VÖLKERS

Johnson & Johnson



Mondelēz International

IFC International Finance Corporation
WORLD BANK GROUP

L'ORÉAL

GAP

yelp

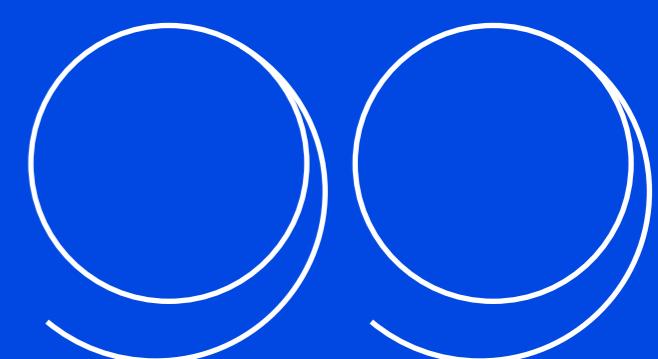
HEWLETT PACKARD

HYATT



"I was able to switch my career track and move geographies because of IE University. My program helped me explore a specific stream combined with multiple industry projects to change my career. Personally, I am more culturally aware and have friends in almost 50 countries around the world. IE University has also made me think more critically about various things happening around the world."

Nishank Bhanu, India



Discover where the Master in Corporate and Marketing Communication journey can take you. Read more about our alumni.

[Find out more →](#)

ADMISSIONS PROCESS & FINANCIAL AID

The IE University admissions process is simple yet rigorous—and carried out entirely online.

While the particulars may change depending on your chosen program, it always follows a similar format, which you can discover below. With our rolling admissions process, there's no application deadline. But spaces are limited so we recommend that you apply as soon as possible.

The first steps

Before you embark on your personal learning journey, there are five preliminary steps you need to take.

Who you are

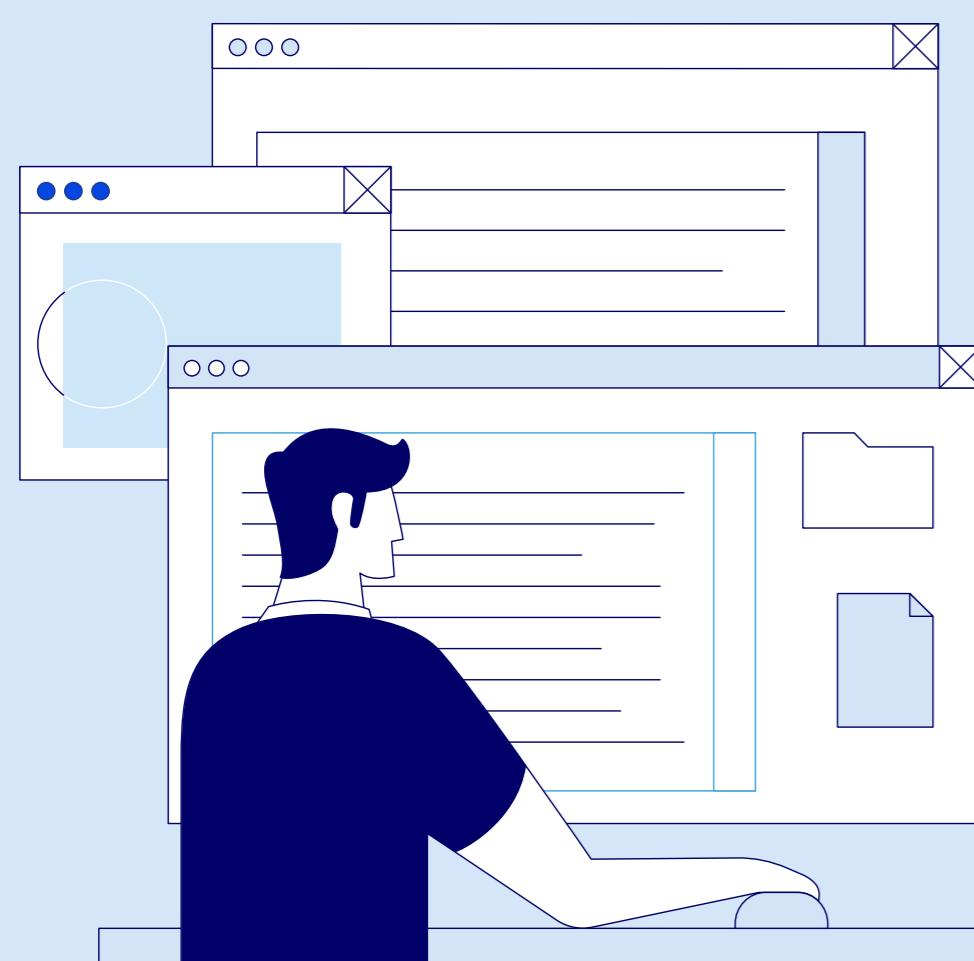
Students across all program areas share common traits that we look out for. We particularly value dedicated and talented individuals who come from diverse backgrounds and possess a global mindset.

Alongside your strong interpersonal skills and innovative outlook, you thrive under an intensive academic workload, considering it an opportunity to share new experiences and create unique approaches to problem-solving.

01

Online Application Form

Complete the online application form and upload the documents required by your program.

**04**

English Proficiency

TOEFL, IELTS, Duolingo or Cambridge (C1 or C2) certifications may be necessary to demonstrate your English level.

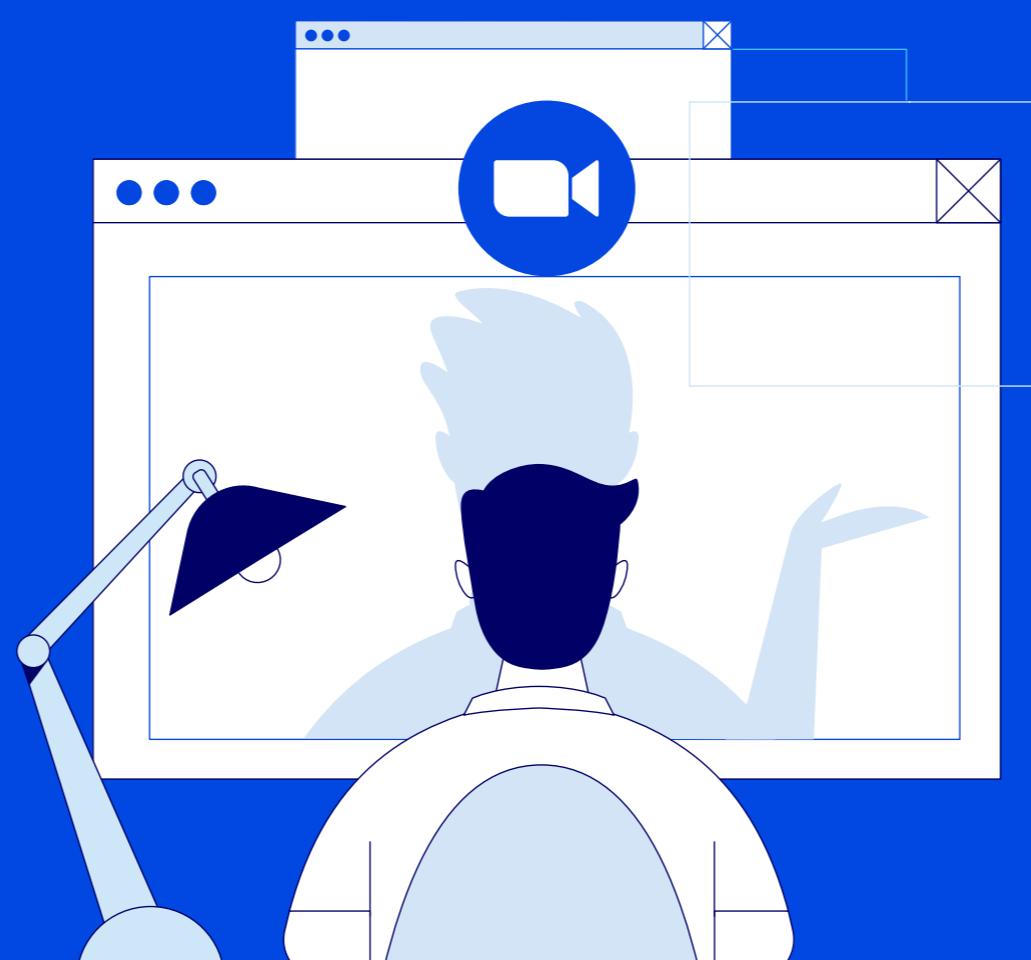


This process may vary depending on the program. Be sure to consult the Admissions area of your program of interest for more details on the admissions process.

[Get started →](#)**02**

Online Assessment

With the application submitted and the fee paid, you will receive a link to answer three live questions, two in video format and one in written format.

**05**

Personal Interview

This online interview will take place with an associate director of the admissions team.

03

Entrance Exam

Next, you will have to take either the GMAT, GRE or IEGAT. If you would like to apply to a Finance Program you must take either the GMAT, GRE, CFA Level 1 or CAIA Level 1. Note that this is a mandatory requirement, and the IEGAT will not be accepted.

**06**

Final Decision

Your entire application will be evaluated by the Admissions Committee and you will receive an answer within 1–3 weeks.



* Special admission requirements for Master in Finance candidates, contact the admissions team for more information.

** If you are considering a dual degree, keep in mind that students must be admitted to both programs.

FINANCIAL AID



If sorting out funding and scholarships is an important part of making IE University your next big step in your professional journey, the good news is that we have a range of funding options available to support you!

Most of our students rely on a combination of different types of financial means to cover the tuition fees and the overall costs associated with program attendance. These means typically include personal resources, student loans, scholarships and, at times, some form of family support or tuition assistance from employers.

The IE Financial Aid Office will help you understand the different financing options and scholarship opportunities available. Researching, understanding your options and planning ahead is key. The FAO will provide you with all the necessary guidance to make any scholarship or loan application process as smooth as possible.

Please visit our financial aid website for more details or schedule an appointment with our team.

[Go to the Site →](#)

**The aim is twofold:
celebrating and
rewarding outstanding
individuals and
providing scholarship
support to deserving
and promising
candidates who would
otherwise not be able
to attend IE University.**

IE Scholarships

Thanks to the IE Foundation and the generosity of our students, alumni, parents, corporate partners and other benefactors who support our groundbreaking Financial Aid program, we are able to maintain a strong commitment to providing top-notch education to highly qualified candidates from around the world, regardless of their economic situation. Our wide portfolio of scholarships allows us to guarantee diversity and excellence through our needs-based and merit-based scholarships.

Scholarships are awarded based on economic need, merit, distinctive competencies and/or academic and professional excellence. The aim is twofold: celebrating and rewarding outstanding individuals and providing scholarship support to deserving and promising candidates who would otherwise not be able to attend IE University.

Check the IE Financial Aid website to discover the full list of scholarships available and to learn more about the application process.

Direct Awards

There is no formal application process for the IE High Potential Award—all applicants are automatically considered. Awards are communicated at the time of admission and recipients are chosen based on the information provided during the admissions process: the strength of their application, academic merit, professional experience, the quality of the interview, competitiveness, life experiences and suitability to the program and our school.

These awards are need-blind. Should the candidate require further support, they are encouraged to submit a formal scholarship application. Should they be awarded a scholarship of greater value, the scholarship would replace the IE High Potential Award.

Check the IE Financial Aid website to discover the full list of scholarships available and to learn more about the application process.



Loans

Many of our students rely on loans — either government and/or privately funded—to at least partially finance their studies at IE University. As we strive to provide our students with further financing opportunities, we are committed to securing agreements with both Spanish and international institutions that offer our students financial loan schemes on favorable grounds. While there are many organizations that lend to IE students—including those we have an agreement with—it is critical that you understand all fees and terms of available loans to compare them and determine which are best suited to your particular needs.

Tuition Payment Options

While making an investment in higher education is extremely worthwhile, we understand it isn't always easy. At IE University, we allow students to pay in interest-free installments, without pre-approval requirements or credit checks.

The number of installments and conditions depends on the program, please talk to your admissions advisor for more information.

Contact our dedicated team at loans@ie.edu to find out which financing options may be available to you. Please note that many financing schemes are time sensitive and may require planning several months before your program starts.



ABOUT YOUR UNIVERSITY

The IE University ecosystem is designed with the student in mind. Rooted in a human-centered approach to entrepreneurship and innovation, we offer an extensive global network, cutting-edge facilities and top institutional partnerships—empowering future leaders to define their journey.



WHO WE ARE

**First and foremost,
we are Liquid Learners.**

**Liquid Learning
at IE University is the
culmination of our
educational vision,
transcending any single
platform or approach
to produce a holistic,
streamlined academic
experience.**

Developed over 20 years, this model blurs the lines between online and in-person education resulting in a flexible, highly interactive learning journey.

By breaking down traditional barriers to education, Liquid Learning provides access to the same world-class education, regardless of location or personal circumstances.

But what does this mean? Allow us to explain. As Liquid Learners, we are:

1,800+

students can attend
the same session
simultaneously

100%

of our students have
online access to classes

200

classes streaming
online simultaneously
in HD

100K+

online sessions
in total

Leaders in Business Education

IE University was founded by entrepreneurs with a vision to disrupt traditional models of education to equip students with the skills they need for the future.

To achieve this, the institution was created with five values in mind: diversity, humanities, technology & innovation, sustainability and entrepreneurship.

Pioneers in Disruptive Learning

IE University transformed business education by introducing disruptive teaching methodologies, ranging from immersive classroom approaches and technological innovation to close ties with industry leaders.

Over the years, our broad spectrum of disruptive learning innovations has helped students from 140 different countries unleash their true potential.

“Through Extended Reality (XR), we’re integrating engaging technologies into our academic offering to simulate real-world scenarios and bring immersive learning to life.”

Diego del Alcázar Benjumea
CEO of IE University



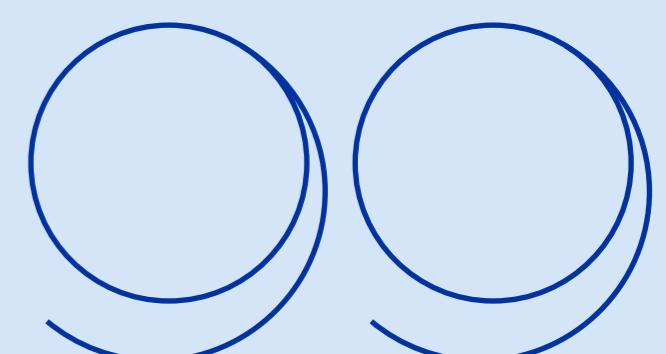
Diverse Visionaries

Our cutting-edge methodologies and global approach to education is complemented by the diversity of our community.

Students are in constant contact with a variety of academic, ethnic and cultural backgrounds, which challenges preconceived notions and empowers them to think in new, innovative ways.



"I'm able to study with people from all around the world and learn about different cultures.



Patricia
Master in Management



25%

of our alumni have
started their own
businesses

1,500+

students trained
in entrepreneurial
management

100+

mentors working
alongside our students

Restless Entrepreneurs

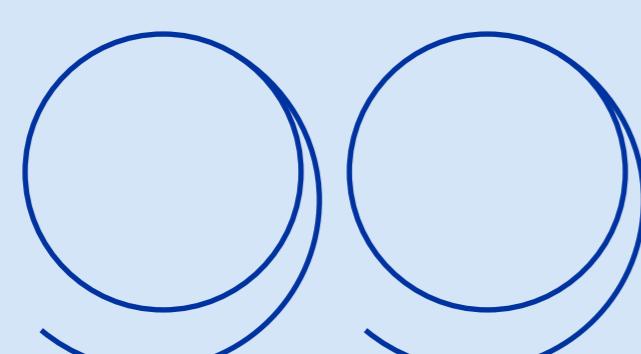
All our programs are taught from an entrepreneurial perspective, encouraging students to craft and apply solutions in the real world—whether in an intrapreneurial or entrepreneurial capacity.

Through startup accelerators and networking opportunities, students are able to fuel their ideas, fully supported as they embark on their entrepreneurial journey.





**“IE University
teaches you
to work and
cooperate
with people
from different
backgrounds,
and to bring
out the best in
others.**



Dionysios Stavrakas, Russia
Executive MBA

WHERE WE ARE OUR EDUCATIONAL ECOSYSTEM

**Enjoy the right university
experience for you.
We have three locations:
Segovia, Madrid and
Online.**

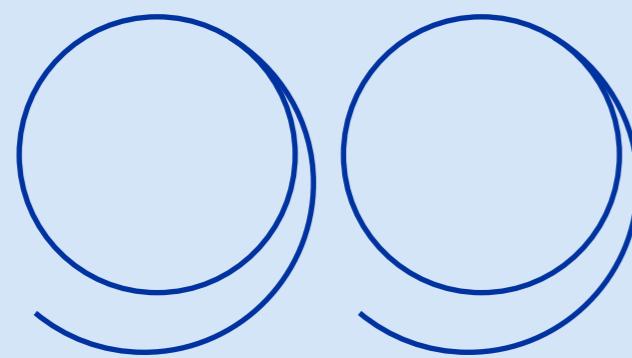


**Discover the history
of our Segovia
Campus: From
Roman ruins to IE
University**

[Watch the video →](#)



**“In every corner
of Segovia, in
every step you
take through its
streets, squares,
and countryside,
there’s a sense
of tradition, art,
and history.**



Cheyenne Uribe

Switzerland. Dual Degree in Laws
and International Relations
Class of 2020

Segovia

[Know more →](#)

Declared a World Heritage Site by UNESCO in 1985, Segovia is famous for its cathedral, alcázar and aqueduct.

One of the city's most historic buildings, the Convent of Santa Cruz la Real, is home to the IE University campus. This campus combines rich history with state-of-the-art classrooms.





**Discover the magic of
studying in Madrid**

[Watch the video →](#)

Madrid

Our urban tech-based education hub is located at the heart of one of the most exclusive neighborhoods of the city. Not far away, you can find our new innovation tower—the fifth addition to the Cuatro Torres—bringing an environmentally efficient and avant-garde architectural design to a lively business district.

[Know more →](#)

Online

Our online classrooms enable us to provide Liquid Learning with hybrid teaching methodology.

Featuring synchronous and asynchronous learning, the online campus puts the student at the center with dynamic learning methodologies that adapt to individual circumstances.



The IE Tower in numbers



7,000

square meters set aside for green spaces

180

meters high and 35 floors

6,000

undergraduate students on campus

35

story tower with classrooms and educational zones

70+

classrooms and a large number of workspaces and chill-out zones

50,000

square meters

OUR ALUMNI IN NUMBERS



28

alumni reunions

6,000

participants

60+

career sessions per year

300+

career orientation
interviews

Global Presence

Our extended IE community stretches across the globe, with 30 offices working together to build a lasting community around the world.

These offices organize thousands of international networking events, connecting our alumni community, candidates, companies and partner universities.

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 →](#)

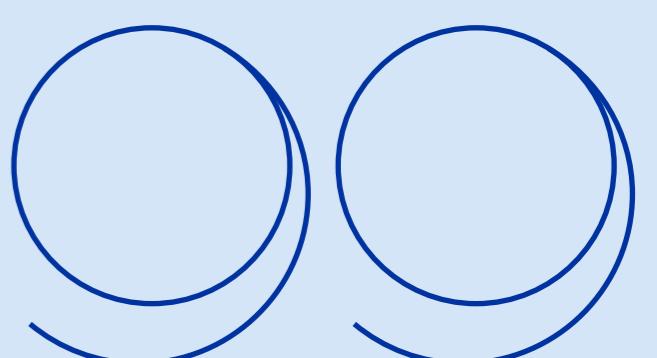


WHAT'S LIFE LIKE AT IE UNIVERSITY

There's always something happening at IE University. From business conferences to sports games and coding competitions, you'll never be lacking in opportunities for growth—and fun!



“IE University has provided me with the right network and environment to strengthen my professional potential as an entrepreneur and architect.



Dana Nayef Alfayez
Alum. Master in Business for
Architecture & Design



Venture Days

Event that connects the entrepreneurial community across all continents.

30+

cities around the globe

1,000+

startups applied

10

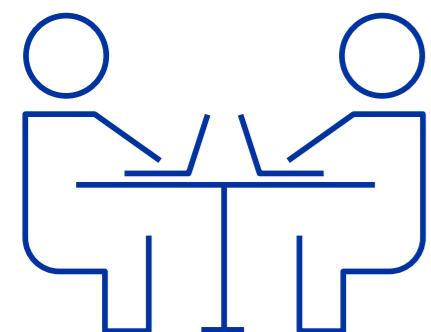
finalists go to the Venture Day in Madrid

450+

startups participate each year

Area 31

Weekly Venture Network event with pitches given to investors.



Exclusive workspace for admitted teams

100

events every year

Venture Lab

Launchpad for startups under the guidance of industry experts.



[Know more →](#)

EnlightED

Bringing together the most innovative startups in education, innovation and edtech.



South Summit

Brings together the most innovative startups regardless their industry, development stage and country.



IE Rockets

Residency program to build your skills and brand in the higher education sector.

146

startups applied

\$60M

raised from startups

IE Clubs and Centers

We believe that campus life is just as important as academic life. With more than 120 active student-led clubs on campus and online, our students have access to countless opportunities to engage with a variety of topics and learn beyond the classroom.

Club spotlights

IE Out & Allies Club

The IE Out & Allies Club endeavors to broaden understanding and support for LGBTQI* populations worldwide. This student-led LGBTQI* club organizes inclusive, year-round events, which range from educational meetups to networking and cocktail events to celebrate a break from school.

The club also proudly organizes the LGBT@Work, the longest-running LGBTQI* work conference in Europe, and third-largest business school LGBTQI* conference in the world.

Women at IE

At IE University, we strive to maintain and promote gender equality both on and off campus. With over 2,000 members, the IE Women in Business Club was created to reduce the obstacles facing women in gaining top leadership positions.

We also work with multiple international women's organizations to provide talented and driven women the financial resources required to reach their academic and professional goals.

Every year, we celebrate International Women's Day with a week full of events addressing gender equality.

Women at IE University
in numbers...

39%

of our full-time faculty
are women

48%

of our students are
women

56%

of the scholarships
offered to master's
students are awarded
to women

7.7
million

was awarded to women
pursuing a master's or
bachelor's degree in
2019



1,500+

annual face-to-face and
online events

600+

women in
business
speakers hosted on campus

37,000+

attendees

IE Center for Diversity in Global Management

The IE Center for Diversity in Global Management harnesses the power of diversity to help organizations become more resilient, efficient and innovative.

Created in September 2002, the Center is an invaluable resource for the IE University community, engaging in training, applied research and awareness-raising activities, alongside holding networking events to foster international debate.

IE Africa Center

IE Africa Center aims to revolutionize the way the next generation of global executives understand African innovation—past and present.

We understand that the intellectual and physical contributions of Africa and its people are not only central to the modern world as it exists today, but are crucial to building a better future.

[IE Centers →](#)

More IE student clubs:

- ▶ **Net Impact**
- ▶ **AI & Big Data**
- ▶ **TechIE**
- ▶ **IE Tech Lab**
- ▶ **IE Tech & Innovation**
- ▶ **IE Smart Cities**
- ▶ **IE Cybersecurity**
- ▶ **IE Blockchain**
- ▶ **IE Air & Space**
- ▶ **IE Fintech**
- ▶ **IE Coding**
- ▶ **IE Women in Business**
- ▶ **IE E-Commerce**
- ▶ **IE EdTech**

and more...

OUR STUDENTS
IN NUMBERS

85%

international students

160+

nationalities
on campus

45+

languages spoken
on campus

52%

male students

7,000+

students on campus

48%

female students

100+

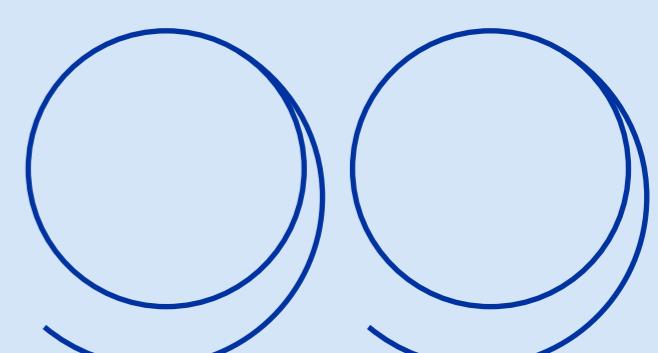
active clubs on campus



“I think the fact that there were only 20 of us and there are 17 different nationalities, the fact that we got to learn so much from different cultures, is great. I think I learned as much outside as inside the classroom.”

Manon Germain

Alum. Master in Talent Development
& Human Resources



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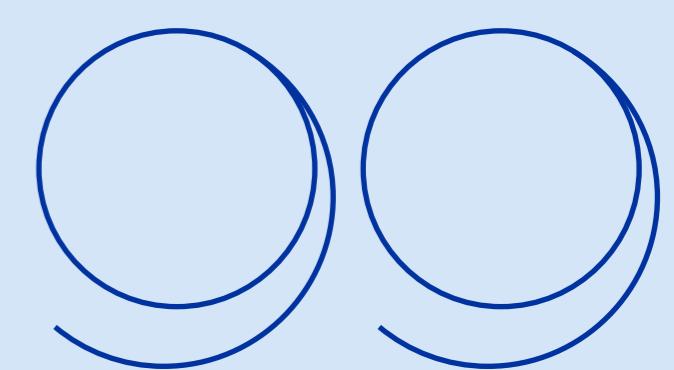
APSIA



"I believe it is critical to understand cultural differences and to be able to work in a diverse environment, which is exactly what IE University provides for both its professors and students."

Bin Ma

Assistant Professor, Human Resources
& Organizational Behavior



The logo consists of the lowercase letters "ie" in a bold, white, sans-serif font. Directly beneath "ie" is the word "UNIVERSITY" in a smaller, white, all-caps, sans-serif font.

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