

CAREER REPORT

CURRENT SITUATION IN THE COMMUNICATION AND VISUAL/DIGITAL FIELDS

COMMUNICATION MANAGEMENT

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 landscape, organizations need to: (1) rapidly adapt to the latest trends (2) magnify their reputation and brand; (3) create value and cultivate relationships with offline and online stakeholders. This is **why Corporate Communication professionals are a crucial asset to assure the success of companies with its main stakeholders (customers, employees, suppliers, government, etc.) and to avoid a crisis or reputational risks.**

Gone are the days when evaluating a communication campaign was enough. Today, executives expect communication professionals to provide analyses that help to understand business from the point of view of communication. Also, they expect to hire communicators who know how to use communication to create business value and how to anticipate future trends in communication.

The Master in Corporate Communication (MCC) at IE trains professionals to become top managers in the communication field, by increasing corporate value in today's complex digital world. The complete academic structure of the program that combines Strategic Communication + Management + Analytical Skills, has helped the MCC alumni to obtain the job positions they were seeking in global corporations, advertising and media agencies, NGO's, governmental parties, communication agencies & consulting firms, business development, and more. **This is why 91% of the class found a job within the first 3 months after graduation.**

VISUAL AND DIGITAL MEDIA MANAGEMENT

The language of the 21st century is without doubt a visual and digital one: individuals and organizations increasingly communicate, think, invent and represent reality via the creation of innovative visual and digital media content. Fields like advertising, branding, design, fashion, film, video, photography, computer games, publishing, the performing arts and television all need skilled visual and digital media professionals with managerial capabilities. These industries also offer some of the most exciting and creative employment opportunities in today's job market. **For example, job posting for social media positions on LinkedIn has grown more than 1300% since 2010.**

The Master in Visual and Digital Media (MVDM) bridges the gap between creative practice and business management. This program prepares students to **conceive, develop, execute, manage, and evaluate the impact of all kinds of creative visual media projects from start to finish.** The Master in Visual and Digital Media alumni are currently working in multinational companies, advertising agencies, creative agencies, design studios, audiovisual production and film companies, communication agencies, social media companies, branding consultancies, non-governmental organizations, or have even created their own company (many of the alumni start-ups were conceptualized throughout the Final project of the MVDM). **For these reasons, 93% of the MVDM class found a job during the first 3 months after graduation.**

The services provided by the Career Management Center (CMC) in IE have also maximized the opportunities for our MCC and MVDM students to secure jobs in their preferred areas. From the start of the program, each student is assigned to a point-of-contact in the CMC who meets with him or her to review their CV and cover letter, as well as to discuss career aspirations. Through the design of a Career Strategy syllabus, we ensure our students have all the tools to develop the right career skills and insights to optimize their potential in order to be successful in selection processes. Finally, the CMC staff collaborates closely with recruiters to learn about the skills and competencies they are seeking to develop in their teams, providing them with the most suitable candidates based on the companies' criteria.

MASTER IN CORPORATE COMMUNICATION (MCC)

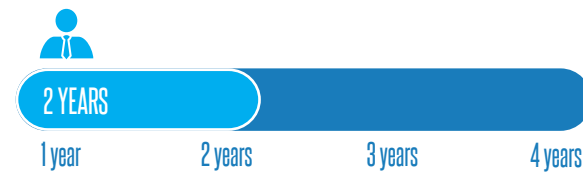
CAREER REPORT - CLASS OF 2014-2015

PROFILE OF GRADUATES

GENDER

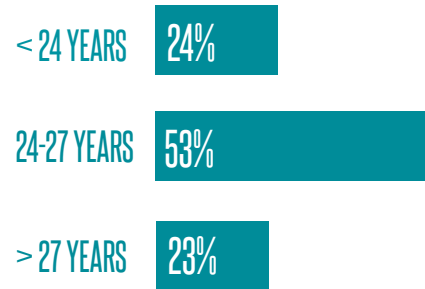


AVERAGE PROFESSIONAL EXPERIENCE

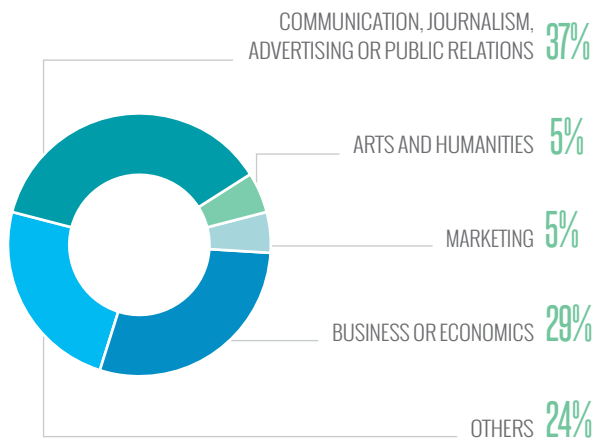


AVERAGE AGE

AVERAGE: 26 YEARS OLD



ACADEMIC PROFILES



NATIONALITIES



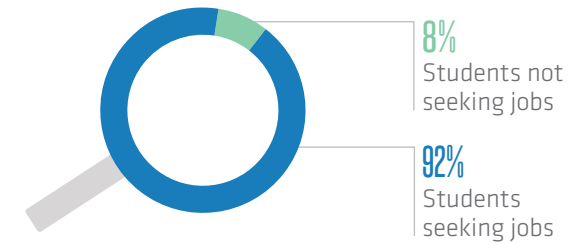
SOURCE OF JOB OFFER



WE WOULD LIKE TO THANK ALL OF OUR ALUMNI FOR TAKING PART IN THIS SURVEY.

MCC EMPLOYMENT STATISTICS

JOB SEARCH

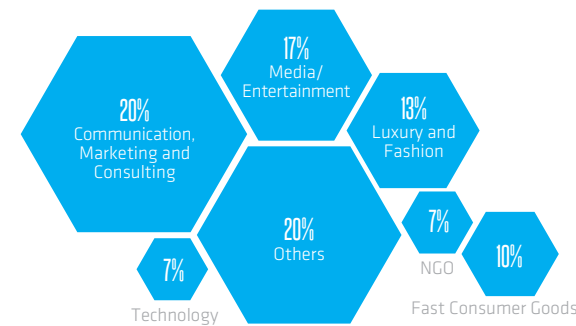


SITUATION 3 MONTHS AFTER GRADUATION



EMPLOYMENT

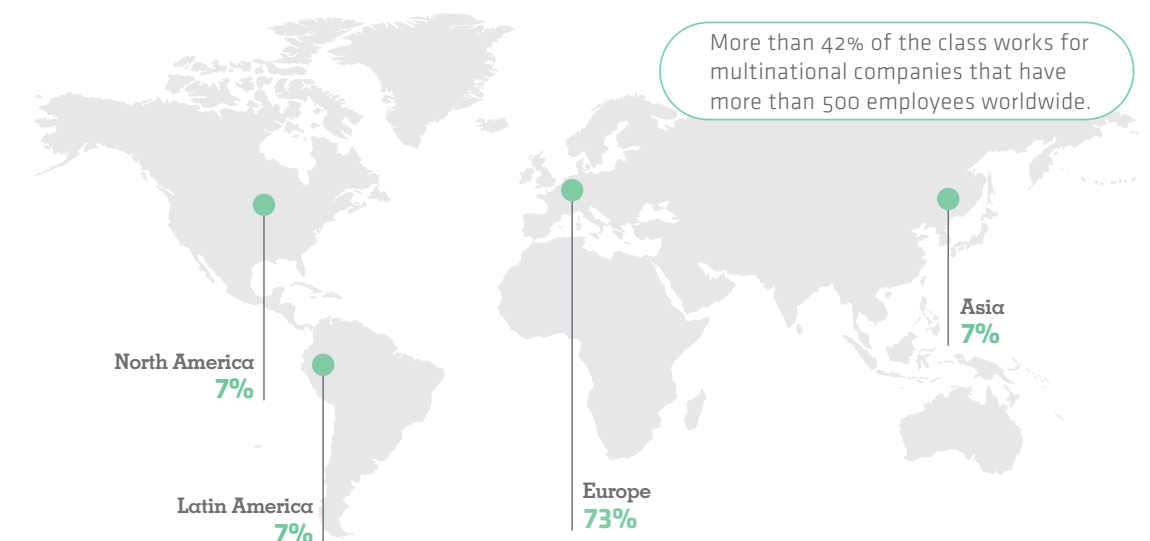
By Industry



By Function



PLACEMENT BY REGION

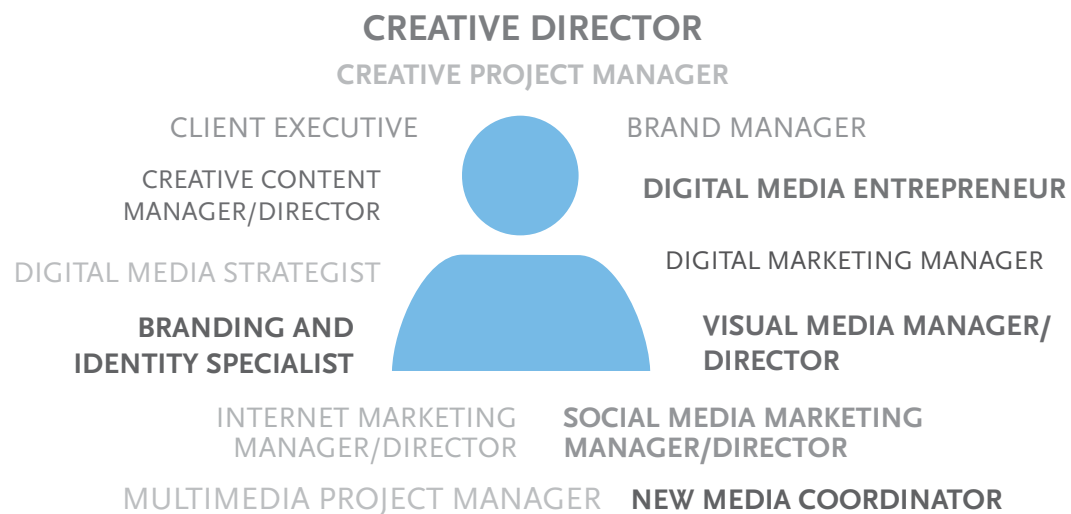


SAMPLE POSITIONS

Master in Corporate Communication:



Master in Visual and Digital Media:



SOME EMPLOYERS & INDUSTRIES

- ADIDAS (SPORTS/RETAIL)
- ALCATEL-LUCENT (TELECOMMUNICATIONS)
- ALGHANIM & ALFAHAM CO. (INDUSTRIAL PRODUCTS/FURNITURES)
- BANESCO BANCO UNIVERSAL (BANKING AND FINANCE)
- BNP PARIBAS CARDIF (INSURANCE)
- BURGER KING (FOOD INDUSTRY)
- BURSON-MARSTELLER (CONSULTING)
- COALA CONSTRUCTURA ALVAREZ Y ASOCIADOS Y ALVAREZ Y ASOCIADOS ARQUITECTOS (DESIGN)
- CONDE NAST (MEDIA)
- DELOITTE (CONSULTING)
- EDP RENOVAVEIS (RENEWABLE ENERGY)
- EUROPEAN COMMISSION (PUBLIC AFFAIRS)
- GESTURE TECHNOLOGY (IT)
- GOALSIGHT (START UP/APP)
- HAYKAL MEDIA (MEDIA)
- LAS TOP 100 MUJERES LÍDERES DE ESPAÑA (MEDIA)
- LENOVO (IT)
- LLORENTE & CUENCA (CONSULTING)
- MARCUS EVANS (MARKETING CONSULTING)
- MCCANN TIRANA (CONSULTING - ADVERTISING)
- MOBYPARK (IT /APP)
- NEXITY (REAL STATE)
- PROCTER & GAMBLE (CONSUMER GOODS)
- REPSOL (ENERGY)
- SAATCHI & SAATCHI (ADVERTISING)
- SGB SOCIALLY GOOD BUSINESS (CONSULTING)
- SIEMENS (IT)
- SPRINGPOINT (DESIGN)
- WORLD ECONOMIC FORUM (NON-PROFIT ORGANIZATION)
- YOUNG & RUBICAM (CONSULTING - ADVERTISING)