

MASTER IN CORPORATE COMMUNICATION


Communication + Management + Digital Strategies

THE PROGRAM


Provides the latest skills in communication with a strategic, managerial and an analytical approach. Once you complete the program, you can achieve managerial positions in branding, marketing communications, reputation management, advertising management, public affairs, stakeholder management, internal and external communication.

QUICK FACTS

 Intake
October

 Multiple backgrounds
Business, marketing, arts & humanities, design, engineering and others

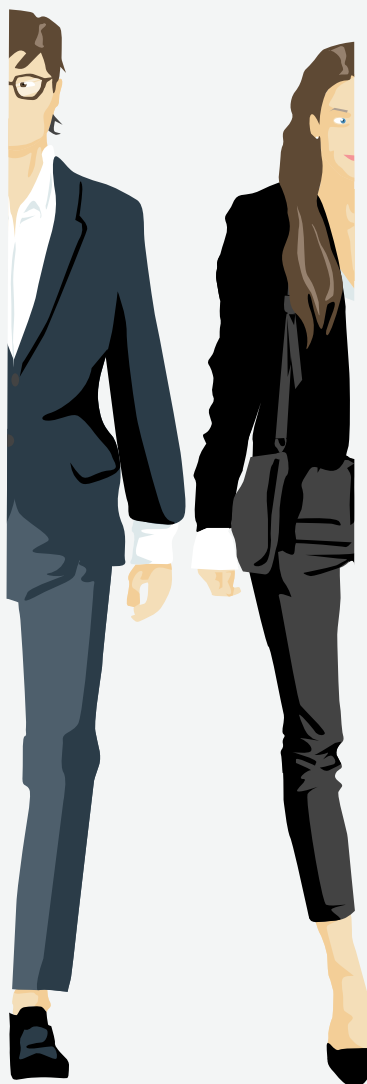
 Format
Full time

 International background
90% of students at IE are international

 Language
English

 Duration
10 months

 Professional experience
from 0 to 6 years of working experience



KEY AREAS

 Internal and External Communication

 Marketing Communications

 Social Media and Digital Marketing

 Corporate Social Responsibility

 Public Relations and Media Relations

 Branding and Corporate Identity

 Crisis and Reputation Management

"The program allowed me to deepen and expand my knowledge in the Brand Management field through its comprehensive and hands-on learning methods".

*Saskia Kristina Schupp, Germany
MCC alumni (intake 2011-2012)
Brand Manager, LEGO - Consumer Goods, Toys*

CAREER OPPORTUNITIES

91% of the class found a job within the first 3 months after graduation.

48% of the alumni are working in Communications

43% are working in Marketing & Sales

10% are working in Consulting.

Brand Manager Corporate Social Responsibility Manager
COMMUNICATIONS MANAGER Marketing Manager
Global Reputation Manager **Online Marketing Director**
Crisis Manager **Digital Media Strategist**
Public Relations Manager

The program at a glance: Modules & Courses

STRATEGIC COMMUNICATION

- Issues, Crisis and Stakeholder Management
- Reputation Management and External Communications
- Branding and Corporate Identity
- Internal Communications and Change Management
- Communication Management and Consulting
- Corporate Social Responsibility
- Strategic Sponsorship and Partnerships Management
- Non-Market Strategies and Public Affairs
- Media Relations and Media Training
- Public Speaking and Communication Abilities
- Visual Storytelling
- Events Management
- Visual Communication Workshop
- Design Thinking

BUSINESS AND MANAGEMENT

- Strategy
- Entrepreneurship
- Strategic Marketing and Planning
- Ethics and Corporate Governance
- Coaching
- Team Management

GLOBAL DIGITAL STRATEGIES

- Digital Marketing and Advertising Management
- Social Media and Community Management
- Communication Management, Media and Globalization

BUSINESS ANALYTICS AND RESEARCH METHODS

- Research Methods in Communication
- Internet Metrics and E-audience Measurement
- Digital Communication and New Business Models
- Measuring Intangibles and KPI's

FINAL CONSULTING PROJECT

You will develop a final consulting project for a real company, applying the skills that you learned throughout the program.



+ PERSONAL AND CAREER DEVELOPMENT WORKSHOPS:

- Networking in Professional Career
- Personal Branding and Employability
- Team work

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
STRATEGIC COMMUNICATION							FINAL CONSULTING PROJECT		
BUSINESS AND MANAGEMENT									
GLOBAL DIGITAL STRATEGIES									
BUSINESS ANALYTICS AND RESEARCH METHODS									
CAREER AND PERSONAL DEVELOPMENT									
TERM 1			Break	TERM 2			Break	TERM 3	

TYPICAL WEEK

- 4 sessions a day.
- 1 hour session of group work per day.

IE MADRID ON-CAMPUS

- You will have the option to participate in the **IE Venture Lab**.
- Each day you will be able to join after classes the activities organized by any of **IE Clubs**.

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Please Note: The information contained in this brochure is subject to change. IE reserves the right to modify program content, regulations and policies when deemed appropriate and in the best interest of the IE community. Please contact the program management team should you have any queries.