The School

Passion is often what separates the conventional from the extraordinary. At IE School of Communication, we are looking for people whose vocation is communication. We train students to provide strategically sound and innovative solutions to real-world communication problems.

The Master

It is a part-time master that combines business management with the latest communication skills in order to increase corporate value in today’s complex and digital world. The program structure will also allow you to balance work and classes.

Class profile

Professional experience
Senior professionals with more than 5 years of working experience

International background
More than 100 different countries represented at IE

Need a balanced life
Have no time to stop for a whole year because of lack of time or personal reasons

Interested in
Business Management, Communication, Planning, Marketing, Analytics and Strategy

Quick Facts

Intake: April
Language: English
Format: Blended part-time
Duration: 13 months

Career Opportunities

Director of Corporate Affairs
Online Media Strategist
Brand Manager
Reputation Manager
Global Crisis Communication Manager

Head of Public Relations and Media Relations
Senior Marketing Communication Manager
Head of Campaign Unit
Head of Campaign Unit
Corporate Communication Officer

Positions may be undertaken in global corporations, advertising and media agencies, non-profit foundations, governmental parties, institutional communication agencies & consultancies.
### The program at a glance

#### ANALYTICAL

**RESEARCH INTELLIGENCE**
Learning how to measure intangibles and generate insights as basis of strategic recommendations
- Research Methods in Communication
- Measuring Intangibles and KPI's

**DIGITAL AND GLOBAL CONTEXT**
Understanding how to manage global issues in corporate communication
- Globalization
- New Media and Communication
- Corporate Social Responsibility
- Communication for Entrepreneurs

#### MANAGERIAL

**MANAGEMENT**
Understanding how to link corporate communication with other management functions
- Organizational Behavior
- Strategy
- Entrepreneurship
- Strategic Marketing and Planning

**MANAGERIAL SKILLS**
Awareness of what shapes the communication profession
- Coaching
- Team Work
- Leadership

#### STRATEGIC

**COMMUNICATION**
A complete study of the core specialized areas in corporate communication and how they are linked
- Issues, Crisis and Stakeholder Management
- Reputation Management
- Social Media and Community Management
- Branding and Corporate Identity
- Internal Communication and Change Management
- Strategic Sponsoring

**COMMUNICATION SKILLS**
Hands-on personal and applied communication skills
- Media Training
- Storytelling
- Public Speaking

#### FINAL CONSULTING PROJECT
Participants will have to propose a project based on a communication dilemma from their company. Under the guidance of IE strategy coaches, participants are required to act as consultants and to manage the project accordingly.

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### face-to-face vs. online

- **face-to-face**: 40%
- **online**: 60%

Only 4 weeks of face-to-face classes during 13 months.

Forums, webinars, online debates, video-conferences and readings.

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### Module Schedule

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**IE school of communication**