MASTER IN CORPORATE COMMUNICATION

Increasing corporate value in today's complex digital world through reputation management and communication with stakeholders
Contents:

• About IE  5
• About IE School of Communication  7
• Quick Facts  9
• Program Overview  11
• Program Structure  17
• Final Consulting Project  21
• 11 Reasons to Join the MCC  25
• Why Study Corporate Communication at IE?  27
• Class Profile  29
• The IE Methodology  31
• Career Opportunities  33
• Faculty  35
• Why Madrid?  41
• Admission Process  43
• A Word from the Dean and the Academic Director  45
More than 30 graduate programs.

46,000 Alumni hold positions of responsibility in over 100 countries.

90 nationalities are represented on campus.

More than 500 professors: 28% of whom are women.

International Careers Fair held annually with the participation of more than 100 multinational organizations.

Since 1973 focused on academic excellence.

More than 50 different scholarships available.

26 international offices around the globe.

More than 200 student and alumni organizations and clubs.
About IE School of Communication

New thinking, new practice, and new media to meet the challenges of the 21st century.

IE School of Communication is a vibrant and challenging place where students can master the skills needed to think and act in an increasingly communication-based world. Communication lies at the very center of our lives, and if we are to really understand it, we must also understand how it interacts with other fields. It is in these interdisciplinary areas that innovation can emerge.

We train communication professionals who are able to deal with complex situations through a mix of conceptual, creative, and managerial skills, strong foundations in ethics and critical thinking, and a deep understanding of the contemporary world. Our students build up their international profile in an environment that encourages diversity, citizenship, teamwork and an entrepreneurial spirit.

Our programs integrate the following three dimensions:

• **The conceptual.** You will learn to think and act critically and strategically, from a deep understanding of the foundations of your profession.

• **The creative.** Through a hands-on teaching methodology, you will be placed in real-world situations that call on you to solve problems creatively, using the latest developments in the field.

• **The managerial.** Business is in IE’s DNA. You will learn how to manage projects, teams and businesses.

The Faculty at the School understands university as a place from which to positively influence society through the creation and communication of knowledge, in close partnership with the professionals and in dialogue with contemporary culture on all levels.

Being a student at IE University has many advantages: high-quality education, innovative programs, a diverse international faculty with a solid academic and professional profile, personalized academic advice, and a staff and management that are committed to enhancing your learning experience. Our campuses have a great community support network, making this an excellent environment to enjoy a life-enriching academic and professional experience.

IE School of Communication offers the following specialized programs:

• Master in Corporate Communication.

• Executive Master in Corporate Communication.

• Master in Visual and Digital Media.
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.

**Quick Facts about the MCC**

- **Type:** Master Degree
- **Intake:** October
- **Format:** Full-time
- **Language:** English
- **Duration:** 10 months
“The MCC experience provided me with managerial skills and deepened my Corporate Communication competencies.”

Antoniya Kamenova, Alumni MCC
Corporate Communications Manager
ECM Technologies, Netherlands
COURSES

- **ANALYTICAL**
  - Research Intelligence
  - Digital and Global Context

- **MANAGERIAL**
  - Management
  - Managerial Skills

- **STRATEGIC**
  - Communication
  - Communication Skills

- Final Consulting Project
- Personal and Career Development

Terms
Analytical

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. Analytical courses are designed to prepare people to face these challenges by linking analysis, communication and business.

Managerial

Communication professionals in the past used to support a strategy that was already decided and implemented. Training in basic management topics was not essential, as communication professionals were responsible mainly for implementing advertising campaigns and manage media relations. The landscape of corporate communication has changed. Corporate communication professionals are very often crucial to avoid a crisis or reputational risks. Thus, they are more often involved in basic management processes and policies. Courses in the “managerial” area train participants in the basic management topics that are relevant to manage communications in today’s corporations. Since these topics are typically taught in MBAs, this course is offered in collaboration with IE Business School and its faculty.

Strategic

Managing communication entails managing corporate gaps of various kinds, for example, the gap between the internal and external corporate context, the gap between communications (promises) and corporate behaviors (reality), and the gap between creating value for business and value for society. The complexity of managing communication increases if one realizes that it also entails managing paradoxical situations, for example, to build a unique and coherent image and identity for the corporation while fulfilling plural and multiple stakeholder expectations, or to influence consumers through advertising while engaging in co-creation with them. Courses in this knowledge area give participants an overview of specialized corporate communication for managing the multiple corporate gaps and paradoxes.

“The practical side of the program has helped me with applied skills related to my job, such as writing communication briefs, auditing communications, and preparing strategy frameworks.”

Ardit Bejko, Alumni MCC
Account Manager, McCann, Brand consulting, Albania
“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

The program at a glance: MCC classes

**ANALYTICAL**

**RESEARCH INTELLIGENCE**
Learning how to measure intangibles and generate insights as basis of strategic recommendations

- Research Methods in Communication
- E-Audience Measurement

**DIGITAL AND GLOBAL CONTEXT**
Understanding how to manage global issues in corporate communication

- Globalization
- New Media Communication and Business
- Corporate Social Responsibility
- Cultural Industries and New Technologies
- Public Affairs

**MANAGERIAL**

**MANAGEMENT**
Understanding how to link corporate communication with other management functions

- Strategy
- Entrepreneurship
- Strategic Marketing
- Ethics and Corporate Governance

**MANAGERIAL SKILLS**
Awareness of what shapes the communication profession

- Coaching
- Team Work

**PERSONAL AND CAREER DEVELOPMENT**

Networking in Professional Career
Careers: Personal Branding and Employability
STRATEGIC

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

COMMUNICATION SKILLS
Hands-on personal and applied communication skills
- Media Relations and Media Training
- Communication Abilities
- Visual Storytelling
- Visual Communication Workshop

FINAL CONSULTING PROJECT
You will develop a final consulting project for a real company, using the skills that you learned throughout the program.

Team Work
Design Thinking
A Full Time Program

The 10-month program is divided into three terms, each addressing the key areas of knowledge and skills required for professional to achieve success in the corporate communication field. The program also includes a career and personal development module, which prepares young professionals to build their future career.

“The program has helped me to think out of the box and to manage situations both at work and within the company. My recommendations to do this program are: keep up with readings, explore your potential by trying new approaches in these studies and most importantly, enjoy IE. There is a life out there that will enrich your experience while studying.”

Idoya Maté, Alumni MCC
Communication Specialist,
Cartier, Luxury Goods,
Spain
**TYPICAL WEEK**

- 4 sessions a day.
- 1 hour session of group work per day.
- All sessions take place in Madrid with the exception of Media Training and MediaLab sessions that take place in IE’s MediaLab in Segovia. The program organizes the travel to Segovia.

**IE MADRID ON-CAMPUS**

- Each day you will be able to join after classes the activities organized by any of IE Clubs.
- You will have the option to participate in the IE Venture Lab.
- **#IEComm Talks:** you can attend to talks by recognized professionals in the field of communication.
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, Alumni MCC
Brand Manager,
LEGO - Consumer Goods, Toys
Germany

Hands-on a real communication dilemma

The final project is scheduled at the end of the program, giving participants an opportunity to apply all the knowledge acquired throughout the master in a real case for a company. Students will work in teams under the guidance of IE strategy coaches and they will have to act as consultants in order to manage the project.

“The program allowed me to deepen and expand my knowledge in the Brand Management field through its comprehensive and hands-on learning methods.”
One final project is selected for an award, which is presented to the winning team by the global public relations leader Weber Shandwick. These are some of the companies in which our students have been working:

<table>
<thead>
<tr>
<th>CLIENT</th>
<th>DEPARTMENT</th>
<th>PROJECT FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>McDonald’s</td>
<td>Communication and Marketing</td>
<td>Corporate Social Responsibility, Branding and Reputation</td>
</tr>
<tr>
<td>Westin Hotels &amp; Resorts</td>
<td>Marketing and Communication</td>
<td>Branding, Marketing and Luxury</td>
</tr>
<tr>
<td>Air Europa</td>
<td>Communication and Marketing</td>
<td>Brand Repositioning and Reputation Management</td>
</tr>
<tr>
<td>Vitalia</td>
<td>Communication and Marketing</td>
<td>New Markets, Industry Reputation, Branding</td>
</tr>
<tr>
<td>Google</td>
<td>Communication and Public Affairs</td>
<td>Community, Social Networks, Branding and Reputation Building</td>
</tr>
<tr>
<td>Grant Thornton</td>
<td>Corporate Communication</td>
<td>Brand and Internal Communication</td>
</tr>
<tr>
<td>vente-privee.com</td>
<td>PR and Communication</td>
<td>Brand, Reputation Management, e-Commerce, Luxury</td>
</tr>
<tr>
<td>National Geographic Store</td>
<td>Corporate Communication and Marketing</td>
<td>Marketing Communication, Branding and Reputation</td>
</tr>
<tr>
<td>hoss INTROSIA</td>
<td>Marketing Communication</td>
<td>Branding and Marketing Communication</td>
</tr>
<tr>
<td>BNP Paribas</td>
<td>Corporate Communication and Sponsoring</td>
<td>Sponsoring, Social Networks</td>
</tr>
<tr>
<td><strong>CLIENT</strong></td>
<td><strong>DEPARTMENT</strong></td>
<td><strong>PROJECT FOCUS</strong></td>
</tr>
<tr>
<td>------------</td>
<td>----------------</td>
<td>------------------</td>
</tr>
<tr>
<td>BBVA</td>
<td>Corporate Social Responsibility and Sustainability</td>
<td>Corporate Social Responsibility and Online Communication</td>
</tr>
<tr>
<td>DIAGEO</td>
<td>Corporate Communication</td>
<td>Reputation Management, Public Affairs, Corporate Social Responsibility</td>
</tr>
<tr>
<td>PHILIPS</td>
<td>Corporate Communication</td>
<td>Branding, Experiential Marketing, Storytelling, Advertising</td>
</tr>
<tr>
<td>AIRFRANCE/KLM</td>
<td>Marketing and Communication</td>
<td>Branding, Marketing Communication, Communication for luxury brands</td>
</tr>
<tr>
<td>ZINC SHOWER</td>
<td>CEO and Founders</td>
<td>Branding, Sponsoring, Entrepreneurship</td>
</tr>
<tr>
<td>MED-EL</td>
<td>Corporate Communication and Business Unit</td>
<td>Advertising, Branding, Marketing Communication</td>
</tr>
<tr>
<td>EMZINGO</td>
<td>Social Impact Projects (South Africa and Peru)</td>
<td>Students can participate in EMZINGO’s “NextGen Fellowship Program” and work as consultants in the context of Social Impact Projects in South Africa or Peru. Students can substitute the Final Project with this experience. So far students have worked as consultants for social enterprises such as “Play Africa” and “Bean There Coffee Company”, and for an international NGO called “African Leadership Institute”. The projects done with EMZINGO can include activities related to Marketing Communication, Branding, Image and Reputation building, Corporate Social Responsibility.</td>
</tr>
</tbody>
</table>

*The enrollment in this program depends upon EMZINGO’s selection criteria and implies an additional cost.*
“In today’s economy, where 70% to 80% of market value comes from hard-to-assess intangible assets such as brand equity, intellectual capital, and goodwill, organizations are especially vulnerable to anything that damages their reputations.”

Harvard Business Review
February 2007, p. 104
11 Reasons to Join the MCC

1. **Excellent faculty:** international professors who are working in director positions in the corporate communication field or who are recognized academics.

2. **Incredible experience on campus:** thanks to 1) the network you can create in IE clubs and with students from other programs, 2) #IEComm Talks and other IE conferences you will attend and 3) due to IE`s location in the heart of Madrid.

3. **IE`s international prestige:** sealed on your resume.

4. **Multicultural environment:** IE has more than 90 nationalities on campus.

5. **Alumni network:** you will be part of the life-long alumni global network comprising over 46,000 former students in more than 100 countries.

6. **IE's innovative and practical approach to learning:** focuses on real-world projects, case studies, multimedia simulators, debates, team projects and the most innovative corporate communication tools used in this industry.

7. **Latest trends in communication:** this program has been designed with the help of an Advisory Committee that consists of 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.

8. **Business management + communication skills:** students will integrate the latest research of the communication field, with managerial and analytical knowledge taught by professors of IE`s top worldwide Business School.

9. **Innovative MediaLab:** students will take some classes in IE`s MediaLab, where they will get multimedia and public speaking skills training.

10. **Bologna-compliant program:** you will obtain this degree certification.

11. **Careers Management Center:** you will count on the guidance and assistance of IE`s careers professionals.
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 landscape, organizations need to: (1) be ready to rapidly adapt to the latest trends (2) magnify their reputation and brand; (3) create value and cultivate relationships with offline and online stakeholders.

The MCC as your way forward

The Master in Corporate Communication satisfies three main needs of today’s communication industry:

1. 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 to anticipate future developments in 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?

2. PROFESSIONAL NEEDS: when a financial crisis takes place, companies tend to cut funds in marketing and communications. By learning in our program how to develop Key Performance Indicators (KPI’s), you will be able to show the value added to the company through the communication initiatives.

   - How can I show the value of my communication and marketing plan?
   - How can I measure reputational risks?

3. CAREER SHIFT: your profession might be going through critical times and you might like to reinvent yourself as a corporate communication professional.

   - I have passion for communication and corporate social responsibility, how can I make a shift in my career?
The Master in Corporate Communication allows students to create lifelong relationships with other students from different cultural and professional backgrounds. By studying at IE, students gain access to over 46,000 alumni spread across more than 100 countries.

**Academic Backgrounds**

- 22% Business Administration, Management or Economics
- 26% Communication, Marketing, Advertising or Public Relations
- 15% Journalism and Media Studies
- 11% Marketing
- 11% Arts and Humanities
- 7% Psychology
- 4% Law
- 4% Others

**Genders and Age Range**

- Age Range: 21-31 years old
- Average age: 26 years old
- 79% Female
- 21% Male

**Professional Backgrounds**

**Areas**

- Corporate Social Responsibility
- Corporate Communication
- Human Resources
- Consultancy
- Public Relations
- Political Communication
- Journalism
- Advertising
- Marketing
- Entertainment
- Corporate Affairs

**Industries:**

- Technology and Electronics
- Healthcare
- Banking and Investment
- Pharmacy
- Entertainment and Media
- Services
- Politics
- Fashion
- Consumer Goods
- Hospitality
- Sports
- Luxury
- Consultancy (in HR, Communication, Strategy and Social Media)
- NGO’s
- International Cooperation

**Professional Experience:** 0 to 5 years - Junior/Middle Profiles -
**Nationalities**

*24 NATIONALITIES IN THE CLASS*

Countries where students have lived:

- **Spain** 24%
- **Europe** 37%
- **Asia Pacific** 7%
- **Middle East and Africa** 10%
- **Latam** 13%
- **North America** 9%

Languages spoken by the class:

- Spanish, English, French, German, Portuguese, Italian, Arabic, Tagalog, Turkish, Dutch, Hindi, Persian, Armenian, Serbo-croatian, Irish, Mandarin, Latin, Chinese, Cantonese.

United States, Mexico, Canada, Spain, Portugal, Italy, United Kindom, Belgium, Netherlands, Kuwait, France, Turkey, Argentina, Brazil, Colombia, Germany, Austria, United Arab Emirates, Switzerland, India, Hong Kong, Australia, Peru, Thailand, Oman, Lebanon, Ghana, Egypt, Ireland, Philippines, Denmark, China, Serbia.
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 field:

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

WORLD-CLASS UP-TO-DATE FACULTY
that include full-time professors, as well as faculty-practitioners who are working in senior positions in communication and management.

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

SPEAKERS AND EVENTS
Spanning all of IE Schools that provide students a rich source of new ideas and perspectives. Our students can also attend to #IEComm Talks organized by IE School of Communication, with top international professionals that work in the Communication, Marketing and Visual/Digital Media industry.
“The intense and quick paced environment of the MCC facilitated my career switch into the world of advertising.”

Kyle Fiore, Alumni MCC
Strategist,
Lowe and Partners Worldwide,
Consulting Marketing and PR,
Canada
A Placement Report was done this year for the Master in Corporate Communication and demonstrated that our program opens career opportunities in communication. Students who had from 0-2 years of experience found a junior position and those who had more than 3 years of previous working experience were able to advance in their career and obtain a middle management position in communication.

Quick facts from the report:
- **90%** of our MCC alumni participated
- **81%** found their current jobs in the first 6 months after graduation
- Close to **60%** found one within the first 3 months after graduation
- **37%** are junior managers and **43%** are middle managers
- **96%** stated that the program prepared them for their current job
- Students found jobs in the private and public sector in industries such as: banking, consulting, retail, energy, telecommunication, non profit, online services, chemical engineering & manufacturing, luxury goods and many more.

### Sample of Positions
- Communication Manager
- Global Reputation Manager
- Crisis Manager
- Public Relations Manager
- Stakeholder Manager
- Brand Manager
- Online Marketing Director
- Internal Relations Manager

### Companies they work for
- Burger King Food Industry
- Alcatel-Lucent Telecommunications
- Lenovo IT
- Deloitte Consulting
- Saatchi & Saatchi Advertising
- Young & Rubicam Consulting
- Cartier
- Repsol
- BNP Paribas Cardif

### Areas
- Communication Strategy, Public Relations, Crisis and Issues Management,
- Marketing Communication, Branding, Online Communication, Public Affairs,
- Reputation Management and others.

You can find the placement report of students from the Master in Corporate Communication on our website: [www.ie.edu/mcc](http://www.ie.edu/mcc)
This program has a top faculty staff that includes national and international professors who are working in director positions in the corporate communication field or who are recognized and experienced academics.

Uncompromising commitment to academic excellence

Academic

Universities they have been working for:
- Harvard Business School (USA)
- Rotterdam School of Management (NL)
- Bocconi Business School (IT)
- University of Cambridge (UK)
- Ashridge Business School (UK)
- NYU, Sterns School of Business (USA)
- London School of Economics (UK)

Greg Dost, Alumni MCC
Senior Consultant, Deloitte Consulting, USA

“Above all, the MCC program gave me better appreciation for how to bring a more academic mindset into my work. I’ve found myself regularly and directly applying research skills, convention-challenging techniques, case study methods, and much more”

Professional

Companies they have been working for:
- Adidas
- Johnson & Johnson
- L’Oreal
- Procter & Gamble
- Swatch
- UBS
- Longines
- Nespresso
- Real Madrid
- ING Group
- CANAL+
- Levi’s
- Eurosport
- Disney

You can find the full list of professors with details of their background in our program website www.ie.edu/mcc
Bermejo, Fernando
Ph.D. in Communication, Universidad Autónoma de Barcelona (ES). M.A. in Communication, Annenberg School for Communication/University of Pennsylvania (US). Professor of Media Studies at University Rey Juan Carlos I. Other appointments: Berkman Center for Internet & Society, Harvard University, Internet Research Group.

Briz, Juan
PSGE Dircom, IE Business School (Madrid, Spain). BA in Business Administration, CUNEF (Spain). Head of Brand & Communication at BNP Paribas in Spain since December 2006. Past employers: JP Morgan

Cachinero, Jorge
Executive MBA, IE Business School. Group Senior Director, Reputation & Innovation, Spain, Portugal and Latin America, Llorente & Cuenca. Previous employers: Burson-Marsteller, JTI (Japan Tobacco International), Ford Motor company

Carroll, Craig
Ph.D., University of Texas at Austin (US). M.A., Abilene Christian University (US). Visiting professor at NYU, Stern School of Business. Senior Scholar at Reputation institute, New York. Previous appointments: North Carolina Chapel Hill, Annenberg School of Communication at University of Southern California

Castello Molina, Maria Itziar
PhD Esade Business School, EMBA Esade Business School, Ms in Economics at College of Europe, Belgium. Assistant Professor at University Carlos III de Madrid. Previous appointments: Copenhagen Business School, Previous employers: AccountAbility, Pricewaterhouse Coopers.

Cornelissen, Joep
Ph.D., Manchester Metropolitan, BA (Coms), Utrecht. Professor at VU University, Amsterdam. Previous appointments: Leeds University Business School.

Cortés Alonso, Enrique
MBA IE Business School, BA in Law at ICADE, PhD Candidate, Complutense University, Madrid. He is an entrepreneur and worked for Barclay’s Bank and Ellosúa Group in Spain.

Cotting, Patrick
Ph.D. in Business Economics and Sociology, Johannes Kepler University of Linz. Master in Business Economics, University of Fribourg. CEO and Chairman of CCI COTTING CONSULTING AG, a firm specialised in Strategic consulting, connecting and innovating. Previously, he held key positions at EUROSPORT including Alliances & Partnerships and Director Marketing & Sales for Central Europe.
Doyle, Vincent
Ph.D. in Communication, University of Massachusetts-Amherst (US). MA in Communication, McGill University (CA). Professor in Globalization and Cultural Studies, IE School of Communication. Previous appointments: McCallister College

Elving, Wim J.L.
PhD University of Twente, MA in Social and Organizational Psychology, Rijksuniversiteit Groningen. Professor in Corporate Communication at the department of Communication, University of Amsterdam. Editor in Chief of Corporate Communications, an International Journal (CCIJ).

Esposito, Mark
PhD in International Management, International School of Management, France/USA, MBA in Organizational Theory, Columbia Southern University, USA. Current appointments: Ashridge Business School, Institute of Competitiveness in India. Grenoble Ecole de Management, IE Business School, UMass Amherst, Harvard University and the University of Cambridge.

González-Cuesta, Begoña
Professor in Visual Narratives, Language and Culture and Dean of IE School of Communication. PhD in Literature, Universidad de Navarra. BA in Hispanic Philology, Universidad de Navarra.

Guziak, John
Managing director of Achieveglobal Spain. Associate Professor of Coaching at IE School of Communication.

Illia, Laura
PhD in Communication and Executive MSc in Communication Management, University of Lugano (CH). Assistant Professor in Corporate Communication at IE University. Previous appointments: London School of Economics and Political Science, Judge Business School at University of Cambridge.

Jannuzzi, Michele

Larsen, Mikkel
M.A. in Journalism, Roskilde Universitetscenter (DK). Media Relation Director at Danish Embassy Spain. Previous employers: Kristeligt Dagblad. Danish public radio and television-station DR.

Llobell, Juan
Communication Director at Bertelsmann, Spain. Previously he was the editor of Capital, a Spanish business magazine. He also held various positions at Expansión, the leading economic newspaper in Spain. He has covered numerous international events as a special correspondent: annual meetings of the International Monetary Fund and the World Bank, Davos forum in Switzerland, summits of World Trade Organization.
Maguire, Laura
MBA from IE Business School, Degree in English Philology, Universidad Autónoma de Madrid. PhD candidate of the Universidad Autónoma de Madrid. Professor of Human Resource Management at IE Business School.

Manzan, Alessio

Mayoral, Daniel
MBA, IESE Business School. Bachelor of Sciences, Universidad Complutense de Madrid. Professor Mayoral is Associate Professor of Human Resources at IE Business School. Previous employer: Accenture, Hewlett Packard.

Pedreño Bernal, Eduardo
Degrees in Law and Business Administration, IE Business School. MBA from IE Business School. Previous employers: Accesogroup.

Polo, Fernando
Partner and Executive General Manager at Territorio Xreativo, Social Business Consulting & Agency in Spain. Operations and marketing manager at Internet services companies. Spanish web 2.0 start-up co-founder and process and organisational change consultant with experience in large multinational re-engineering and IT implementation projects.

Rumschisky Termiello, Ana
PhD Universidad Complutense, MBA IESE, Degree in PR at Universidad Complutense de Madrid. Associate Professor at IE Business School. Previous employers: Kraft Foods, Grupo Cortefiel, Grupo Recoletos.

Steck, Christoph
IXMBA, IE Business School. Common and Human Rights Law, University College London. Law, Universität zu Köln. Director of Public Policy, Telefonica. Previous Employers: O2, Germany.

Van Rekom, Johan
PhD in management, Erasmus University Rotterdam, BA, MS management, Vrije Universiteit Amsterdam. Assistant Professor Erasmus University.

Vicedo, Cristina
BA in Law, Universidad Complutense de Madrid (Spain). Brand Strategy Director at FutureBrand Madrid, the Brand consultancy of McCann Worldgroup. Previous employers: Ministry of Finance, Masterfoods Inc.

Zygliopolous, Stelios
PhD in Strategy and Organization, McGill University, MSc in Industrial Technology, University of Piraeus, MBA. Lecturer in Strategy at the Judge Business School of the University of Cambridge, and Director of Management Studies and Fellow of Homerton College. Previous appointments: Rochester College, NY, Rotterdam School of Management
If you decide to join us at IE, your learning will go beyond the academic courses, and extend to a rich array of on and off-campus activities, and the cultural and professional life in the city of Madrid. During the 10-month program, in addition to gaining expertise in corporate communication, you will grow as a person and as a professional, make lifelong friends and networking, and take part in an unforgettable period of your life in Madrid.

**Why Madrid?**

- Madrid is the capital of Spain and Europe’s fourth largest city. As the nation’s capital, Madrid is the epicenter of Spanish culture, business, and politics.
- IE’s campus is centrally located in the Salamanca neighborhood in the heart of the city. IE students are a few metro stops away from the cultural and historical center of city, and they take part of one of the top neighborhoods that make up the life of Madrid.
- Spanish is the native language to 500 million people worldwide and the world’s second business language. You can learn it or improve for free your Spanish in IE, throughout extracurricular classes in our campus.
- As Madrid is strategically located in the center of Spain, it is the starting point of all the main highways and high speed train lines, connecting all major Spanish cities and international destinations. You can travel throughout your student year all around Europe, in short trips with affordable flight fares.
- Madrid is the foremost financial and industrial center of the country. It is home to Spain’s largest stock exchange, as it hosts most of the important national and international companies.
- Madrid’s geographical location gives it a priceless advantage: an excellent climate. Enjoy the weather, with a pleasant stroll on a sunny winter day, or sit down and enjoy the spring breeze in one of the many “Terrazas” (Spanish Cafés).
- Madrid is also very well known because it is a city that never sleeps, thanks to the thousands of shows, bars and discos that it has.

See videos and other information on Madrid and IE Campus at: [www.ie.edu/madrid](http://www.ie.edu/madrid)
How to apply

At IE, we seek dynamic, motivated, creative candidates with excellent professional and/or academic backgrounds who have the potential to develop interpersonal and leadership skills demanded in today’s top professionals. If you think that the Master in Corporate Communication is right for you, you can learn more about how to apply, how to finance your program and the next steps you need to take to join us through this link: mcc.ie.edu/admissions.php

For more information about the program or the admissions process, please contact:

Carla Szemzo
Admissions Department
IE School of Communication
carla.szemzo1@ie.edu

Admission process

The process is divided into three steps:

- Submission of application form and documents
- Personal interview
- Final decision

Financial Aid & Scholarships

Participants are eligible to apply for a number of financing alternatives to fund their participation in the program. Among these alternatives, particular mention should be made of the Scholarships for Outstanding Communicators that cover up to 50% of tuition fees. Further information is available from: www.ie.edu/scholarships

Documents required

To be considered for admission, a candidate should provide the following:

- Evidence of completion of a bachelor degree from an accredited university
- One-page CV
- Two letters of recommendation
- Official university transcripts (certified translation into English or Spanish)
- English language certificate for non-native English speakers (Cambridge Proficiency, TOEFL, IELTS, EOI). A certificate is not required if you completed an undergraduate degree in English
- Photocopy of current passport
- One passport-size photo
- Duly completed application form, including all supporting documents
- Application fee 125€ (non-refundable and payable by credit card or cash)
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 skills to face the latest trends of this industry.

The Master in Corporate Communication trains junior and mid-career communication 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.

This program will help you to find answers to tough questions: I have a lot of brand data, what can I do with it in order to link communication with the business? How can I make sure that my 5-year communication plan will really have an impact on the business? How can I engage the wide range of stakeholders of my company and maintain a positive long term image with all of them?

As a participant in the program, you will undertake a ten month journey that will guide you to obtain the latest skills in: branding, marketing communication, reputation management, advertising management, public affairs, stakeholder management, social media, and internal and external communication. After completing the course, you will have the abilities you need in order to carry out these functions with maximum efficiency, creativity and professionalism.

So 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 live an incredible experience in Madrid with a multicultural and entrepreneurial environment in IE’s campus.

If you want to become a communication professional with a business mindset and you feel ready to undertake this innovative, practical and enjoyable learning experience along with a selected number of young professionals from all around the world, we invite you to live the IE’s Master in Corporate Communication experience.

An invitation for professionals to pursue new relevant ways of leading in Communication

Laura Illia, PhD.
Academic Director Master in Corporate Communication
Professor in Corporate Communication
IE School of Communication

Begoña González-Cuesta, PhD.
Dean, IE School of Communication
Professor in Visual Narratives, Language and Culture
INTERNATIONAL OFFICES

Argentina & Uruguay - Buenos Aires
argentina@ie.edu
uruguay@ie.edu

Australia & New Zealand - Sydney
australia@ie.edu

Brazil - Sao Paulo
brasil@ie.edu

Chile - Santiago de Chile
chile@ie.edu

China - Shanghai
china@ie.edu

Ecuador - Quito
ecuador@ie.edu

France, Monaco - Paris
france@ie.edu

Germany, Switzerland & Austria - Munich
germany@ie.edu

India & South Asia - Mumbai
india@ie.edu

Italy, Croatia & Slovenia
italia@ie.edu

Japan - Tokyo
japan@ie.edu

Nigeria - Lagos
nigeria@ie.edu

Peru, Bolivia & Paraguay - Lima
peru@ie.edu
bolivia@ie.edu
paraguay@ie.edu

Portugal - Lisbon
portugal@ie.edu

Russia & Ukraine - Moscow
russia@ie.edu
ukraine@ie.edu

Singapore & Southeast Asia - Singapore
singapore@ie.edu
southeastasia@ie.edu

South Korea - Seoul
korea@ie.edu

Turkey - Istanbul
turkey@ie.edu

UAE, Qatar, Bahrain, Kuwait & Iran - Dubai
uae@ie.edu

UK & Ireland - London
uk@ie.edu

USA & Canada
Los Angeles
westcoast@ie.edu
Miami
southusa@ie.edu
New York
northeast@ie.edu

Venezuela - Caracas
venezuela@ie.edu

IE SCHOOL OF COMMUNICATION

María de Molina, 13
28006 Madrid, spain
T: +34 91 568 96 10
admissions.communication@ie.edu
www.ie.edu/mcc