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 communication, reputation management, advertising management, public affairs, stakeholder management, internal and external 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, Germany
MCC alumni (intake 2011-2012)
Brand Manager, LEGO - Consumer Goods, Toys

Results obtained with the 2013 survey done with the MCC students.)
The program at a glance: Modules & Courses

**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 Module**

Networking in Professional Career, Team Building, Design Thinking, Personal Branding and Employability.

**Typical Week**

- **4 sessions** a day.
- **1 hour session** of group work per day.
- Each day you will be able to join after classes the activities organized by any of **IE Clubs**.

**IE Madrid On-Campus**

- You will have the option to participate in the **IE Venture Lab**.
- **#IEComm Talks**: you can attend to talks by recognized professionals in the communication field.

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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.