EXECUTIVE MASTER IN
CORPORATE COMMUNICATION
Communication + Management + Digital Strategies
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Executive Master in Corporate Communication

About IE

Recognition:
IE is a top-ranked school, according to prestiged international rankings:

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<th>5th European Business School</th>
<th>#1 Worldwide Online MBA Programs</th>
<th>IE University is ranked No.1 in Spain</th>
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<td>by Financial Times, 2015</td>
<td>by Financial Times, 2015</td>
<td>No. 4 in Europe and 14 worldwide by global university rankings by youth incorporated</td>
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More than 30 graduate programs.

50,000 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.

29 international offices around the globe.

More than 200 student and alumni organizations and clubs.
At the Executive Master in Corporate Communication, we are looking for people whose vocation is Communication + Management + Digital Strategies.

**Type:**
Master Degree

**Intake:**
April

**Format:**
Part-time: Online + face-to-face

**Language:**
English

**Duration:**
1 year
“I think IE’s EMCC is really understanding how to bring in skills from the Executive MBA as a basis and then really specialize in the area of communications, stakeholder’s management and marketing”

Bryan Jensen, Alumni EMCC

Marketing and Creative Director
at Long Shadow Marketing and Communications
United States

**MODULES**

- Strategic Communication
- Business and Management
- Global Digital Strategies
- Business Analytics and Research Methods
- Final Consulting Project
- Personal and Career Development
Strategic Communications

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.

Business and Management

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.

Global Digital Strategies

Corporate communication management is a profession that is in constant change. What is valid today might be old tomorrow. What distinguishes a first class corporate communications professional from an ordinary one is his/her ability to anticipate trends and manage global issues in Corporate Communication. Courses in the Digital and Global Context are designed to develop participants’ critical mind within today’s profession and to prepare them for future developments in three main areas: business, communication and digital media.

Business Analytics and Research Methods

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.
“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

EMCC MODULES + COURSES:

STRATEGIC COMMUNICATION
- Internal Communication and Change Management
- Reputation Management and External Communication
- Issues, Crisis and Stakeholders Management
- Corporate Social Responsibility
- Strategic Sponsoring and Partnerships Management
- Non-Market Strategies and Public Affairs
- Media Training

BUSINESS AND MANAGEMENT
- Strategy
- Strategic Marketing and Planning
- Entrepreneurship
- Organizational Behavior and Human Resources Management
- Team Management

GLOBAL DIGITAL STRATEGIES
- Communication Management, Media & Globalization
- Social Media and Community Management
- Digital Communication & New Business Models
- Digital Marketing and Advertising Management
- Visual Storytelling
BUSINESS ANALYTICS AND RESEARCH METHODS

• Internet Metrics and E-audience Measurement
• Measuring Intangibles and Key Performance Indicators
• Research Methods in Communication

FINAL CONSULTING PROJECT

Students will have to propose a project based on a communication dilemma from their company. Under the guidance of IE strategy coaches, participants will work in teams as consultants in order to manage the project, applying all the skills learnt throughout the academic year.

Some examples of the Final Projects that our EMCC students have done:

• Banco Popular and Citibank: Project about the reputation and brand of a bank that went through an acquisition process.
  Project Focus: External and Internal Communication, Reputation and Change Management, Branding.

• Café Colombia: Project about a consumer goods company, its brand and online strategies.
  Project Focus: Marketing communications, Digital Strategies Communication, Branding.
“It is a complete, well-structured program that taught me to analyze market insights. Through real case studies, I gained the skills necessary to develop strategies for global marketing communications. This is the essence of business that I was missing”.

Houda Bennis,
Corporate Affairs & Communication Manager
at JTI (Japan Tobacco International), Morocco

Part-time Structure

You will take time off your job only for 4 weeks to assist to the face-to-face sessions over a period of 1 year. This will only imply 3 trips to Madrid:

• 1st trip (one week) at the beginning of the Master
• 2nd trip (2 weeks) between the end of the 1st term and the beginning of the 2nd one
• 3rd trip (one week) at the end of the program, which includes your graduation ceremony
**TYPICAL FACE-TO-FACE WEEK**

- You will meet all professors and classmates face-to-face.
- 4 sessions a day.
- 1 hour session of group work per day.
- All sessions take place in Madrid with the exception of Media Trainings that take place in a two-day workshop in our MediaLab in Segovia. The program organizes the travel and stay in Segovia for these two days.

**TYPICAL ONLINE WEEK**

- Each week you will have from 3 to 6 readings to do (either a practical case study or an article).
- Each week you will participate in online forums to have class debates with your classmates and professors. You can connect to the forum at any time of the day, according to your personal or work schedule.
- Every three Saturdays, you will participate in two live classes (video-conferences), where you will meet with professors and your classmates, virtually.

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You will take time off your job only for 4 weeks to assist the face-to-face sessions over a period of 1 year. This will only require 3 trips to Madrid:

**1ST TRIP**

(April: one week)

at the beginning of the Master

**2ND TRIP**

(Oct/Nov: two weeks)

between the end of the 1st term and the beginning of the 2nd term

**3RD TRIP**

(April: one week)

at the end of the program, which includes your graduation ceremony

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**TERM 1**

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**TERM 2**

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How is the EMCC part-time structure divided?

1. INTERACTIVE, ONLINE PERIODS
Thanks to innovative use of new technologies, which allow us to replicate face-to-face teaching techniques, you will be able to enjoy the same experience you would have in a traditional classroom.

2. FACE-TO-FACE PERIODS
The face-to-face periods allow you to create personal relationships and meaningful bonds with the people you will work with throughout the year. It combines workshops, company visits, meals and a number of classes that require physical presence. The residential periods, an essential part of the Blended experience, allow you to foment a deeper relationship and understand the different angles and viewpoints of your classmates.

3. PLATFORM: The IE Online Campus
The IE Online Campus is a web platform that allows students to access all of the program’s online activities any time they want from any location. The campus is also accessible from smartphones and tablets.
10 Reasons to join the EMCC

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

**Balanced life between work and classes** thanks to the course workload and the part-time structure of the program. You will take time off your job only for 4 weeks to attend the face to face sessions throughout 1 year.

**Strong ties with other professionals around the world** thanks to online and face to face interaction throughout the program.

**Communication + Management:** students will integrate the latest research of the students will integrate the latest skills in strategic communication, with managerial and analytical knowledge taught by professors of IE’s top worldwide Business School.

**Meeting all professors and participants face-to-face:** unlike other programs around the world that provide online courses, during the EMCC you will meet all professors, either at the beginning or at the end of each course.

**Multicultural environment:** IE has more than 100 nationalities on campus.

**Alumni network:** you will be part of the life-long alumni global network comprising over 50,000 former students in more than 100 countries.

**IE’s international prestige** sealed on your resume.

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

**Latest trends in Digital Communication:** this program has been designed with the help of an Advisory Committee integrated by 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.

“In today’s economy, 70% to 80% of market value comes from intangible assets such as brand, intellectual capital, and goodwill, and organizations are especially vulnerable to anything that damages their reputations.”

Harvard Business Review
February 2007, p. 104.
“Companies that continue to take a tactical short term approach to communicating with key constituencies will find it increasingly difficult to compete.”

MIT Sloan Management Review
Spring 2005, 46(3), p. 83
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 its reputation and brand; (3) create value and cultivate relationships with offline and online stakeholders.

The EMCC as your way forward

The Executive Master in Corporate Communication trains the next generation of managers that will lead global companies through the latest research and practices in communication. This program 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.

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.

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

Why Study Corporate Communication at IE?

- 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?
- How can I show the value of my communication and marketing plan?
- How can I measure reputational risks?
- I have passion for communication and corporate social responsibility, how can I make a shift in my career?
The Executive Master in Corporate Communication allows students to create lifelong relationships with other top professionals from different cultural and professional backgrounds. By studying at IE, students gain access to over 50,000 alumni spread across more than 100 countries.

**ACADEMIC BACKGROUNDS**

- 26% Arts & Humanities
- 15% Communication, Marketing and Advertising
- 33% Business and Economics
- 11% Journalism
- 15% Technology

**GENDERS AND AGE RANGE**

- 71% Female
- 29% Male
- From / to 28-56 years old
- 12 years old

**PROFESSIONAL BACKGROUNDS**

**Areas**

- Corporate Communication
- Consultancy
- Journalism
- Advertising
- Human Resources

**Industries:**

Corporate Communication, Banking, Construction, Mining, Engineering and Telecommunications, Education, Electronics, Consumer Goods, Entertainment and Media, Consulting (Advertising, Human Resources), Hospitality

**Professional Experience:** more than 5 years -Senior Profiles-
NATIONALITIES

83% INTERNATIONAL STUDENTS

COUNTRIES WHERE STUDENTS HAVE LIVED

- 45% 2 countries
- 16% 3 countries

UK, UAE, Canada, Egypt, Ecuador, Greece, Ireland, Spain, Netherlands, Portugal, India, France, Switzerland, Japan, USA, Italy, Ghana, Brazil, Israel, Philippines, Panama.

LANGUAGES SPOKEN BY THE CLASS

- 13% 1 languages
- 48% 2 languages
- 20% 3 languages
- 13% 4 languages
- 6% 5 languages

English, French, German, Japanese, Italian, Arabic, Hindi, Spanish.
Apply what you learn

IE’s innovative learning methodology focuses on active-learning using case studies, multimedia simulators, team projects, and the most common communication and managerial tools used in the industry.

These are some of the factors that will be key during your learning experience:

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

**EMPLOYEMENT-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.

**WORLD-CLASS UP-TO-DATE FACULTY**
That include full-time professors, as well as faculty-practitioners who are working in senior positions in communication.
“I think the program really understands how to bring in stuff from the MBA as a basis and then specialize in the areas of communications, stakeholder’s management and marketing.”

**Bryan Jensen**
Marketing and Creative Director at Long Shadow Marketing and Creative Services, USA
The Reputation Institute recently announced that 40% of corporate communication officers are now part of the Executive Board and principally interact with the CEO. Companies are now in search of:

- **Analytical minds**: understanding context and anticipating how society evolves.
- **Trend spotters**: open minded people who constantly update themselves.
- **Innovative minds**: people who think “out of the box.”
- **Facilitators**: breaking the “silent silos” that cause credibility issues and gaps.
- **Business experts**: measuring intangibles and produce KPIs in communication.
- **Champion networks**: first brand ambassadors that inspire others.
- **Coherence creators**: delivering corporate messages in a coherent way.
- **Coaches**: becoming the CEO’s alter ego when you reach the top communication level.

**Sample of Positions**

- Global Reputation Manager
- Risk and Crisis Communication Manager
- Senior Marketing Communication Manager
- New Media Strategist
- Community Manager
- Brand Manager
- Corporate Communication Officer
- Head of Campaign Unit
- Director of Corporate Affairs
- Online Marketing Director
- Head of Public Relations and Media Relations
- Head of Internal Relations
- Social Media Manager

**Areas**


You can find the placement report of students from the Executive Master in Corporate Communication in our website [www.ie.edu/emcc](http://www.ie.edu/emcc)
“It is a complete, well-structured program that taught me to analyze market insights. Through real case studies, I gained the skills necessary to develop strategies for global marketing communications. This is the essence of business that I was missing”.

Houda Bennis
Corporate Affairs & Communication Manager at JTI (Japan Tobacco International), Morocco
Executive Master in Corporate Communication

Faculty

Uncompromising commitment to academic excellence

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.

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)
- AMSCoR. University of Amsterdam (NL)
- University of Ljubljana (SI)
- IULM University of Milan (IT)

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/emcc
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. Previous employers: JP Morgan

Cachinero, Jorge  

Caroll, Craig  
PhD, 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

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

Cotting, Patrick  
PhD in Business Economics and Sociology, Johannes Kepler University of Linz, Master in Business Economics, University of Fribourg. CEO and Chairman of CCI COTTING CONSULTING Previous employers: EUROSPORT, Credit Suisse.

De la Rosa, Antonio  
Executive MBA IE Business School, BA, ICADE. Chief Marketing & Commercial officer worldwide for Parques Reunidos. Previous employers: L’Oréal, Paramount & Universal pictures and Coca-Cola, MTV Networks, Microsoft.

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

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.

Golob Podnar, Urša  
PhD, University of Ljubljana, Professor at the Marketing Communication and Public Relations Department, Faculty of Social Sciences, University of Ljubljana, Slovenia.
González-Cuesta, Begoña
Professor in Visual Narratives, Storytelling, and Representation and Ethics. Dean of IE School of Communication. PhD in Literature, Universidad de Navarra. BA in Hispanic Philology, Universidad de Navarra.

Hackl, Cathy
MA in Latin American and Caribbean Studies and MA in Mass Communication from Florida International University, BA in Broadcast Journalism from University of Texas. Communications Director for Ellas 2.0. Previous Employers: ABC News, CNN, Fox and Discovery Channel.

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.

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

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.

Mandelli, Andreina
PhD in Mass Communication, Indiana University, MBA, SDA Bocconi University. SDA Professor, Senior level at Bocconi University. Research fellow at the Center for the Digital Future at the Annenberg School for Communication and Journalism, University of Southern California, Los Angeles.

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 employers: Accenture. Hewlett Packard.

Morales, Camen

Pieraccioni, Umberto
Master in Economics, Luiss University, Rome. Founder and President of Famebridge. Founder and President of the UP Management company, partnership with the player Kakà. Previous employers: Procter & Gamble, Johnson & Johnson, Italian Basketball League, bwin Italy

Rodríguez-Cánovas, Belén
PhD Candidate in Business Administration, ICADE University, MBA in ICADE University. Previous employers: Kimberly-Clark, L’Oréal and Bosch.

Romenti, Stefania
PhD, IULM University, MA in Corporate Communication IULM University. Assistant Professor of Public Relations and Corporate Communication at IULM University. Previous appointment: University of Pavia.

Shimko, Julia
PhD, IE Business School, Spain, 2011, MBA, Cyprus International Institute of Management, Nicosia, Cyprus. 2005, Assistant Professor of Strategy at Vlerick Leuven Gent Management School. Previous Employers: World Bank, IFC and EBRD.

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.

Wojcieszak, Magdalena
PhD in Communication, Annenberg School for Communication/University of Pennsylvania (US), MA in Sociology, University of Warsaw (PL). Associate Professor in political communication at ASCOR. Previous appointment: IE University.
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 and managerial 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.

- **EMPLOYEMENT-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 our school, with top international professionals that work in the Communication, Marketing and Visual/Digital Media industry.
How to apply

At IE, we seek ambitious, motivated, creative candidates with excellent professional and/or academic backgrounds. You can learn more about how to apply, how to finance your program and the next steps you should follow in order to join us, through this link: emcc.ie.edu/admissions.php

For more information about the program or the admissions process, please contact:
Carla Szemzo
Admissions Department
IE School of Human Sciences and Technology
carla.szemzo@ie.edu

Documents required

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

• Bachelor degree from an accredited university
• One-page CV
• Two letters of recommendation
• Official university transcripts (certified translation into English or Spanish)
• 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)

Financial Aid & Scholarships

Participants are eligible to apply to different financial aid options: internal scholarships, external scholarships and student loans. Further information is available at:
www.ie.edu/scholarships

Admission process

The process is divided into three steps:

Submission of application form and documents

Personal interview

Final decision
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 know-how to face the latest trends of this industry.

The Executive Master in Corporate Communication trains top management 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.

If you have passion for communication and management and you want to start a master program, but you have no time to stop for a whole year because of personal or professional responsibilities, we invite you to join our program designed to provide professionals with the latest skills and techniques to optimize performance in the communication field. 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 1 year journey that will guide you to obtain the latest skills in: branding, marketing communication, reputation management, advertising management, public affairs, stakeholder management, social media, 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 be able to maintain a work-life-study balance while ensuring to learn in a real multicultural and entrepreneurial environment.

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

An invitation for professionals to pursue new relevant ways of leading in Communication
IE’s Global Presence  www.ie.edu/offices

Please do not hesitate to contact the office nearest to you should you need any additional information. You can also contact us via iecontact@ie.edu

**EUROPE** europe@ie.edu

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<td>Spain - Madrid &amp; Segovia</td>
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<td><a href="mailto:iespain@ie.edu">iespain@ie.edu</a></td>
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<td><a href="mailto:turkey@ie.edu">turkey@ie.edu</a></td>
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**NORTH AMERICA**

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<tr>
<td>USA &amp; Canada</td>
<td>Los Angeles</td>
<td><a href="mailto:westcoast@ie.edu">westcoast@ie.edu</a></td>
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<tr>
<td>USA &amp; Canada</td>
<td>Miami</td>
<td><a href="mailto:southusa@ie.edu">southusa@ie.edu</a></td>
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<td>USA &amp; Canada</td>
<td>New York</td>
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**LATIN AMERICA** latam@ie.edu

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<tr>
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<td><a href="mailto:venezuela@ie.edu">venezuela@ie.edu</a></td>
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**ASIA-PACIFIC** asia-pacific@ie.edu

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<tr>
<td>South Korea - Seoul</td>
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<td><a href="mailto:korea@ie.edu">korea@ie.edu</a></td>
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**MIDDLE EAST / AFRICA** mea@ie.edu / africa@ie.edu

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<tbody>
<tr>
<td>Saudi Arabia - Jeddah</td>
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<td><a href="mailto:saudi@ie.edu">saudi@ie.edu</a></td>
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<tr>
<td>UAE, Qatar, Bahrain, Kuwait, Iran</td>
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<td><a href="mailto:uae@ie.edu">uae@ie.edu</a></td>
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<tr>
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**IE SCHOOL OF COMMUNICATION**

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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
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<tbody>
<tr>
<td>Carla Szemzo</td>
<td>María de Molina, 15</td>
<td>28006 Madrid, Spain</td>
<td><a href="mailto:admissions.communication@ie.edu">admissions.communication@ie.edu</a></td>
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