MASTER IN
CORPORATE COMMUNICATION
Communication + Management + Digital Strategies
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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
- **Format**: Full time
- **Language**: English
- **Duration**: 10 months
- **Multiple Backgrounds**: Business, marketing, arts & humanities, design, and others
- **International Background**: 90% of students at IE are international
- **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

**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

Communication Manager Marketing Manager

Global Reputation Manager Online Marketing Director

Public Relations Manager Crisis Manager Digital Media Strategist

Results obtained with the 2013 survey done with the MCC students.
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 • Team work • Personal Branding and Employability
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
Recognition:
IE is a top-ranked school, according to prestiged international rankings:

- **5th European Business School** by Financial Times, 2015
- **#1 Worldwide Online MBA Programs** by Financial Times, 2015
- **IE University is ranked No.1 in Spain** No. 4 in Europe and 14 worldwide by global university rankings by Youth Incorporated

- **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.
“Studying for the Master in Corporate Communication has been one of the most unique educational experiences I have ever had. Starting with the rich and intense curriculum designed for the program; followed by the instructors who were experts in their fields; straight to the impressive talents in my class; I was able to unlock so many potentials that I did not even know that I had. Furthermore, the practical and entrepreneurial strategy used at IE helped me see myself as a ready-to-go brand, with unique benefits for the world of business.”

Juliet Essien, Alumni MCC
Communication Specialist,
International Air Transport Association
Nigeria
Passion is often what separates the conventional from the extraordinary. At the Master in Corporate Communication we are looking for people whose vocation is Communication + Management + Digital Strategies.

**Quick Facts**

- **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
A Full Time Program

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

MODULES

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

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.
The program at a glance: MCC classes

**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

**PERSONAL AND CAREER DEVELOPMENT WORKSHOPS**
- Networking in Professional Career
- Team work

“...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 Mate, Alumni MCC
Communication Specialist,
Cartier, Luxury Goods,
Spain
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.

- Networking in Professional Career
- Teamwork
- Personal Branding and Employability
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.”

Saskia Kristina Schupp, Alumni MCC
Brand Manager,
LEGO - Consumer Goods, Toys
Germany
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:

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<th>CLIENT</th>
<th>DEPARTMENT</th>
<th>PROJECT FOCUS</th>
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<tbody>
<tr>
<td>McDonald's</td>
<td>Communication and Marketing</td>
<td>Corporate Social Responsibility, Branding and Reputation</td>
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<td>Westin</td>
<td>Marketing and Communication</td>
<td>Branding, Marketing and Luxury</td>
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<tr>
<td>AirEuropa</td>
<td>Communication and Marketing</td>
<td>Brand Repositioning and Reputation Management</td>
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<tr>
<td>vitalia</td>
<td>Communication and Marketing</td>
<td>New Markets, Industry Reputation, Branding</td>
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<td>Google</td>
<td>Communication and Public Affairs</td>
<td>Community, Social Networks, Branding and Reputation Building</td>
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<td>Grant Thornton</td>
<td>Corporate Communication</td>
<td>Brand and Internal Communication</td>
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<tr>
<td>vente-privee.com</td>
<td>PR and Communication</td>
<td>Brand, Reputation Management, e-Commerce, Luxury</td>
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<tr>
<td>National Geographic</td>
<td>Corporate Communication and Marketing</td>
<td>Marketing Communication, Branding and Reputation</td>
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<td>hoss INTROPIA</td>
<td>Marketing Communication</td>
<td>Branding and Marketing Communication</td>
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<td>BNP Paribas</td>
<td>Corporate Communication and Sponsoring</td>
<td>Sponsoring, Social Networks</td>
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<td>Prosegur</td>
<td>Corporate Communication</td>
<td>Corporate Rebranding and Public Affairs</td>
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<tr>
<td>Telefónica</td>
<td>Communications and Branding</td>
<td>Co-branding, Image and Customer Loyalty</td>
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<tr>
<td>Heineken</td>
<td>Corporate Communication</td>
<td>Corporate Rebranding and Public Affairs</td>
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<td>BBVA</td>
<td>Corporate Social Responsibility and Sustainability</td>
<td>Corporate Social Responsibility and Online Communication</td>
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<td>DIAGEO</td>
<td>Corporate Communication</td>
<td>Reputation Management, Public Affairs, Corporate Social Responsibility.</td>
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<tr>
<td>PHILIPS</td>
<td>Corporate Communication</td>
<td>Branding, Experiential Marketing, Storytelling, Advertising.</td>
</tr>
<tr>
<td>AIRFRANCE</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>
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<td>MEDXEL</td>
<td>Corporate Communication and Business Unit</td>
<td>Advertising, Branding, Marketing Communication.</td>
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<tr>
<td>pwc</td>
<td>Internal Communications</td>
<td>Analysis of Internal Communication among best employers</td>
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<tr>
<td>RoomMate</td>
<td>Marketing and Communications</td>
<td>Communication Strategy to penetrate new international markets</td>
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| Emzingo    | Social Impact Projects (South Africa and Peru) | 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. *The enrollment in this program depends upon EMZINGO’s selection criteria and implies an additional cost.
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<td>DIAGEO</td>
<td>Marketing</td>
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<td>citibank</td>
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<td>Sponsoring/Corporate Social Responsibility/Branding</td>
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<td>Telefonica</td>
<td>Public Affairs</td>
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<td>LEGO</td>
<td>Marketing and Communications</td>
<td>branding , Social Media and Marketing</td>
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<td>Knight Frank</td>
<td>Communications</td>
<td>Corporate Image/Reputation, Social Media</td>
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<td>Communication</td>
<td>Media Relations and Public Affairs</td>
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<td>מעטננה</td>
<td>Marketing and Communication</td>
<td>Strategic Marketing, Social Media</td>
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<tr>
<td>JTI</td>
<td>Corporate Social Responsibility</td>
<td>Corporate Social Responsibility</td>
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“My experience at IE meant the completion of a key milestone in my professional career. I not only understood how communication affects multiple stakeholders in a big company, but also developed my capability to face challenges, proactiveness and entrepreneurial spirit in an international environment.”

Martha Gómez Lainez, Alumni MCC
International Management Trainee - Metro Potentials,
Metro Group,
Spain
“The Master in Corporate Communication has been a great step forward in my career. I had the opportunity to relate and work with people from over 20 nationalities on finding solutions, from a managerial perspective, to complex communication and business related scenarios. The intense teamwork experience allowed me to make great friendships that I am positive will last for a lifetime. This has definitely been one of the best years of my life.”

Ana Carolina Bustamante, Alumni MCC
Communication Specialist- Global Food Manufacturer, Venezuela
MASTER IN
CORPORATE COMMUNICATION
10 Reasons to Join the MCC

1. **Excellent faculty:** international professors who are working in top positions in the corporate communication and management 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. IE Business School has been once again ranked #1 by Financial Times.

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 50,000 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 integrated by top international figures from the communication and business field, ensuring that all the sessions are based on the latest market trends and on the needs of today’s employers.

8. **Communication + Management 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. **Bologna-compliant program:** you will obtain an official degree that will enable you to do a PhD, if you decide to, at some point of your career.

10. **Careers Management Center:** you will count on the guidance and assistance that IE’s job bank offers after graduation.
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. SPECIALIZATION 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 SHIFTING NEEDS: 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 candidates to create lifelong relationships with other students from different cultural and professional backgrounds. By studying at IE, students gain access to over 50,000 alumni spread across more than 100 countries.
Nationalities

43 NATIONALITIES IN THE CLASS

Countries where students have lived

Spain, United States, India, Lebanon, Mexico, Italy, Germany, France, Colombia, Venezuela, Switzerland, Brazil, Canada, Russia, Nigeria, Philippines, Saudi Arabia, El Salvador, China, Peru, Lesotho, Turkey, Puerto Rico, Finland, United Kingdom, Chile, Slovakia, Poland, Norway, Argentina, Belgium, Armenia, Thailand, Bolivia, Austria, Belarus, Ecuador, Bulgaria, Libya, Indonesia, Romania, Uganda, Pakistan.

Languages spoken by the class

Spain, United States, India, Lebanon, Mexico, Italy, Germany, France, Colombia, Venezuela, Switzerland, Brazil, Canada, Russia, Nigeria, Philippines, Saudi Arabia, El Salvador, China, Peru, Lesotho, Turkey, Puerto Rico, Finland, United Kingdom, Chile, Slovakia, Poland, Norway, Argentina, Belgium, Armenia, Thailand, Bolivia, Austria, Belarus, Ecuador, Bulgaria, Libya, Indonesia, Romania, Uganda, Pakistan.
“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,
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:

• **91%** of the class found a job within the first 3 months after graduation: **48%** in Communications, **43%** Marketing/Sales and **10%** in Consulting.

• **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

**Some of the 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)
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 includes full-time academics, and professors that are working in senior managerial positions worldwide, bringing their day-to-day experience into the classroom.

**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 different talks and events organized by the school and the students, with top international professionals that work in the Communication, Marketing and Visual/Digital Media industry.
**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 the **IE Clubs**.
IE Venture Lab

The Venture Lab is IE Business School’s startup accelerator where students and alumni are given the opportunity to launch their own ventures with the support of our expert mentor network, a series of startup workshops, and incubation at Area 31 (our startup incubator area at our campus). We accelerate 50 innovative, high potential startups a year of which we see up to 20% of teams go on to launch the venture and/or secure seed funding immediately upon graduation.

Campus Life

The IE Experience is much more than just an academic experience. We want you to enjoy your time and take advantage of all the opportunities which may arise around you at IE. Our students have a wide range of cultural, social and sports activities, arranged by students themselves with the support of the Campus Life Office. Our current and former students at IE, proactive by nature, have started over 200 clubs in both Madrid and abroad, and they organize countless regional and cross sectorial events.

+1500 EVENTS

+200 CLUBS FOR STUDENTS AND ALUMNI

61% campus clubs
39% alumni clubs

230 guest speakers
2.300 students on campus

Some examples of the clubs we have are:

- **PROFESSIONAL CLUBS**
  IE Net Impact Club, IE Marketing Club, IE Consulting Club, IE Entrepreneurship Club, etc

- **SOCIAL CLUBS**
  IE Music Club, IE Drama Club, IE Photography Club, etc

- **GEOGRAPHIC CLUBS**
  IE Africa Club, IE Japan Club, Latin America Business Club, IE DACH Club, etc

- **SPORTS CLUBS**
  IE Football Club, IE Basketball Club, IE Running Club, IE Sailing Club, IE Rugby Club, etc
“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
If you decide to join us at IE, you will be part of more than a master’s program. Your learning will go beyond classroom training, it will extend to a rich array of on and off-campus activities, and the cultural and professional life in the city of Madrid.

What makes Madrid unique?

- 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 around 20,000m² in size, spread across 17 buildings strategically situated in the Salamanca neighbourhood, in the heart of the city.

- Spanish is the native language to 500 million people worldwide and the world’s second business’ language. Learn it or improve it for free at IE, through extracurricular classes on campus.

- As Madrid is strategically located in the center of Spain, the core of Europe, connecting all major Spanish cities and international destinations. You can travel throughout your student year all around Europe, on 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 known for being a city that never sleeps. Every night you can enjoy hundreds of shows, bars, restaurantes and discos.

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

At IE, we seek ambitious, motivated, creative candidates with excellent academic and/or professional backgrounds. 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 should follow in order to join us, through this link: mcc.ie.edu/admissions.php

For more information about the program or the admissions process, please contact:
Lucia Malmierca
Associate Director of Admissions
admissions.communication@ie.edu

Documents required

To be considered for admission, a candidate should include the following on the online application:

- 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). 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)
This program has a top faculty staff that includes national and international professors who are working in directive 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, Stern School of Business (USA)
- London School of Economics (UK)

**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](http://www.ie.edu/mcc)
Briz, Juan  

Cachinero, Jorge  
Executive MBA, IE Business School. Member of the Scientific Council of Elcano Royal Institute of International Relations and member of the Advisory Board of Corporate Excellence – Centre for Reputation Leadership. Previous employers: LLORENTE & CUENCA, 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: University of North Carolina, Chapel Hill, Annenberg School of Communication at University of Southern California.

Castelló, Itziar  
PhD ESADE Business School, EMBA ESADE Business School, Ms in Economics at College of Europe, Belgium and Master’s in Development Economics from the Universitat de Valencia. Assistant Professor at University Carlos III de Madrid and a business advisor. Previous employers: General Electric, AccountAbility and PricewaterhouseCoopers.

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 Elosúa 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.

De La Mata, Almudena  
BA in Law from ICADE (UPCo), PhD from Hamburg University (Max-Planck-Institute for foreign and comparative law), a Master degree in European Integration from Europa Institut, University of Saarbrücken and is certified in Business and Finance by HEC and the University of Reading. She has managed and shaped policy issues at the private sector in major international companies; in the public sector/as a regulator and in academia, heading a leading think-tank in Brussels and working for EU regulatory projects.

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.

Etter, Michael  
Ph.D. University of St. Gallen, Switzerland. MSc University of Fribourg, Switzerland.

García Aller, Marta  
Professor of Multimedia Reporting and Final Project. MA in Contemporary European Studies at University of Bath, BA in Journalism and BA in Humanities at Universidad Carlos III.
García-Ramos Ortega, Guillermo
Professor of Visual Communication. Film Direction Studies at New York Film Academy, BA in Law at Universidad Complutense de Madrid

González-Cuesta, Begoña
Professor of Visual Storytelling, and Representation and Ethics. Dean of Communication and Media. 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.

Hernández, Aída
Worldwide Strategic Development and Digital PR Director, MdC Group (Marco de Comunicación). Master in Communications Management, CESMA Business School, Spain. BA (hons) in Business and Marketing, Buckinghamshire New University, UK. Degree in Marketing and Advertising, CESMA Business School, Spain.

Hillenbrand, Carola
Ph.D. Henley Business School. Carola is Associate Professor of Organizational Psychology at Henley Business School, Academic Director at the John Madejski Centre for Reputation (JMCR) and Post-Graduate Research Director for the School of Marketing and Reputation.

Illia, Laura
PhD in Communication and Executive MSc in Communication Management, University of Lugano (CH). Associate 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
Journalist and M.A. in Contemporary History and International Relations, Univ. Complutense de Madrid (ES)Professor of Media Relations and Media Training in the Unit of Communication and Media at IE University.

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.

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 eamployer: Accenture. Hewlett Packard.

McCarthy, Andrew
Creative consultant, manager and designer. MA in Philosophy and Political Science, St. John’s College.

Money, Kevin
Ph.D. from Henley. He is the Director of the John Madejski Centre for Reputation and teaches in the MBA program and Henley’s flagship Advanced Management Program in areas of Reputation, Responsibility, Teams and Leadership. He also supervises DBA and Ph.D. Research Associates.
Morales, Carmen

Nayak, Abhishek
PhD Candidate in Marketing at IE Business School. Professor of Digital Marketing and Advertising Management.

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 Creativo, 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.

Romenti, Stefania
PhD, IULM University, MA in Corporate Communication IULM University. She is an active member of Federazione Relazioni Pubbliche Italiana (FERPI), European Public Relations Education, and Research Association (EUPRERA).

Rumschisky Terminiello, 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.

Testoni, Michele
PhD in Political Science, University of Florence (Italy) MA in International Affairs, “Paul H. Nitze” School of Advanced International Studies, Johns Hopkins University (Washington, DC) BA (cum laude) in Political Science, University of Bologna (Italy)

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

Zyglidopolous, 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.IX MBA,
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 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 communications, reputation management, advertising management, public affairs, stakeholder management, social media, and internal and external communications. 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.

Laura Illia, PhD
Academic Director Master in Corporate Communication at IE School of Human Sciences and Technology.
Professor in Corporate Communication
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

France - Paris
france@ie.edu

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

Italy, Croatia & Slovenia - Milan
italia@ie.edu

Portugal - Lisbon
portugal@ie.edu

Russia & Ukraine - Moscow
eeca@ie.edu

Spain - Madrid & Segovia
iespain@ie.edu

Turkey - Istanbul
turkey@ie.edu

UK & Ireland - London
uk@ie.edu

**LATIN AMERICA**
latam@ie.edu

Argentina & Uruguay - Buenos Aires
argentina@ie.edu

Brazil - Sao Paulo
brasil@ie.edu

Chile - Santiago de Chile
chile@ie.edu

Colombia - Bogota
colombia@ie.edu

centroamerica@ie.edu

Ecuador - Quito
ecuador@ie.edu

Mexico City - Mexico
mexico@ie.edu

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

Venezuela - Caracas
venezuela@ie.edu

**ASIA-PACIFIC**
asia-pacific@ie.edu

Australia & New Zealand - Sydney
australia@ie.edu

China - Shanghai
china@ie.edu

India & South Asia - Mumbai
india@ie.edu

Japan - Tokyo
japan@ie.edu

Singapore & Southeast Asia - Singapore
singapore@ie.edu

southeastasia@ie.edu

South Korea - Seoul
korea@ie.edu

**MIDDLE EAST/AFRICA**
mea@ie.edu

africa@ie.edu

Saudi Arabia - Jeddah
saudi@ie.edu

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

Nigeria - Lagos
nigeria@ie.edu

**NORTH AMERICA**
USA & Canada

Los Angeles
westcoast@ie.edu

Miami
southusa@ie.edu

New York
northeast@ie.edu

Toronto
canada@ie.edu

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