

EXECUTIVE MASTER IN CORPORATE COMMUNICATION

Communication + Management + Digital Strategies

CLASS PROFILE



PROFESSIONAL EXPERIENCE

Senior and Middle professionals with more than 5 years of working experience



INTERNATIONAL BACKGROUND

More than 100 different countries represented at IE



NEED A BALANCED LIFE BETWEEN WORK AND CLASSES

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



INTERESTED IN

Business Management, Strategic Communications, Digital Communication, Marketing.

THE MASTER

With a structure that allows you to keep a balance between work and classes, this program is designed to provide top managers with the latest skills in Strategic Communications, Business Management and Digital Strategies in order to increase corporate value in today's complex and digital world.

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

QUICK FACTS



INTAKE
April



LANGUAGE
English



FORMAT
Part - time: Online + face-to-face



DURATION
1 year

CAREER OPPORTUNITIES

Director of Corporate Affairs
 Online Media Strategist
 Senior Marketing Communication Manager
 Head of Internal Relations and Social Media Manager
REPUTATION MANAGER
 Global Crisis Communication Manager
Brand Manager
Head of Public Relations and Media Relations
 Online Marketing Director
Corporate Communication Officer
 Head of Campaign Unit

Positions are undertaken in global corporations, advertising and media agencies, non-profit foundations, governmental parties, institutional communication agencies & consultancies.

EXECUTIVE MASTER IN CORPORATE COMMUNICATION

MODULES / COURSES:

STRATEGIC COMMUNICATION

- Internal Communication and Change Management
- Reputation Management and External Communication
- Issues, Crisis and Stakeholders Management
- Branding and Corporate Identity
- 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. Your work is developed in a team of people that come from diverse professional and academic backgrounds, cultures, and countries.

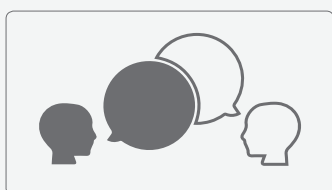
Some examples of the Final Projects that our EMCC students have done:

- **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.

HOW IS THE PART-TIME STRUCTURE DIVIDED?

Face-to-face Periods

Only 4 weeks of face-to-face classes during 1 year.



Interactive Online Periods

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

MADRID			ONLINE				MADRID			ONLINE			MADRID	
APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR		
STRATEGIC COMMUNICATION														
BUSINESS AND MANAGEMENT							BUSINESS ANALYTICS AND RESEARCH METHODS							
GLOBAL DIGITAL STRATEGIES														
Easter Break									FINAL CONSULTING PROJECT					
Summer Break						Winter Break								
TERM 1							TERM 2							

You will only need to take time off work for 4 weeks to attend 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