



MSMC



Dual Degrees
22nd January 2024

A black clothespin is attached to a thin, dark string that runs horizontally across the upper portion of the image. The clothespin is holding a white rectangular card. The card is centered and contains the text "Welcome and Thank you!" in a white, cursive font. The background is a dark, textured surface, possibly a wall or a backdrop.

*Welcome and
Thank you!*

Your team



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Hello, I am Cristina Vicedo Álvarez,
MSMC/ ESMC Academic Director



MARS



FutureBrand



aebrand.



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 Cristina Vicedo Álvarez

Sincerely.



WHAT IS REALLY
IMPORTANT TODAY?





We are here

HELP

SUPPORT

ADVICE

GUIDANCE

**THE
CURRENT
YOU**

**THE >>>
>>> JOURNEY**

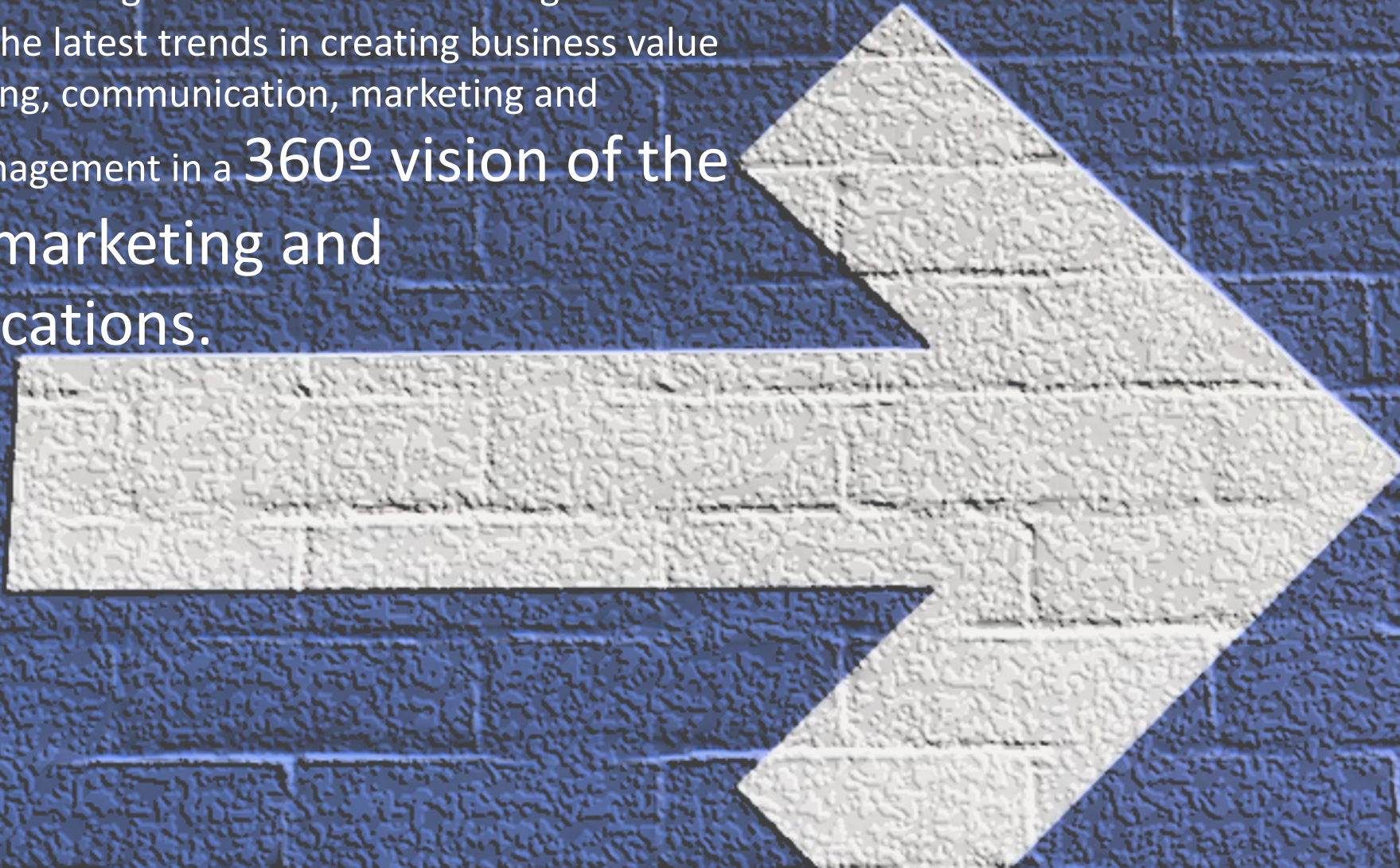
**THE
NEXT
BEST
YOU**



Why have you chosen this Master?
Which are your goals?



Our goal is to prepare you **to lead and guide**
your (future) organizations through **strategic**
decisions with agile and lean methodologies and
application of the latest trends in creating business value
through branding, communication, marketing and
reputation management in a **360° vision of the**
world of marketing and
communications.



ALL MARCOM
MASTERS WILL
HAVE A **SIX TO
SEVEN WEEKS CORE
PERIOD**
**FROM END SEPT.
UNTIL NOVEMBER**



| | SUBJECT 2023 |
|-------------|--|
| Preprogram | Excel Tools |
| Preprogram | D&I |
| Orientation | Opening Ceremony |
| Orientation | Intro to Careers |
| Orientation | IE Info sessions: Academic Director, Program Management, Venture Lab, Campus Life, Campus Tour |
| Orientation | Negotiation Skills |
| Orientation | Well-being in practice |
| Orientation | Splash team building activity |
| CORE | Strategic Marketing and Branding |
| CORE | Business Development |
| CORE | Consumer Behavior and Insights |
| CORE | Cross-cultural Communication |
| CORE | Customer Experience |
| CORE | Entrepreneurship |
| CORE | Finance for Marketeers and Communicators |
| CORE | Project Management |
| CORE | Social Media Marketing |
| CORE | Storytelling and Public Speaking |
| CORE | High Performance Teams |
| CORE | Visual Communication |

A 3D rendering of a warehouse conveyor belt system. The scene shows a central conveyor belt with several cardboard boxes moving along it. The boxes are brown with white labels and recycling symbols. The floor is dark blue with a red grid pattern of laser lines. The perspective is from a low angle, looking down the length of the conveyor belt.

MSMC structure: Three terms from strategy to tactic



First term will be about ...

STRATEGY, from 2nd week November until Christmas Break: 8 subjects

| | |
|--------|--|
| Term 1 | Business Strategy |
| Term 1 | Digital transformation for marketers and communicators |
| Term 1 | Digital Strategy |
| Term 1 | Disruptive Martech |
| Term 1 | Globalization, business and media |
| Term 1 | Reputation management |
| Term 1 | Strategic marketing and communication plan |
| Term 1 | Team management |

Second term will be:
Hands on!!!!
From 2nd week January until
Easter Break



Second term
subjects: 12,
most of them
graded

| | |
|--------|--|
| Term 2 | BRANDED CONTENT STRATEGY |
| Term 2 | COMMUNICATION AND BRAND CONSULTING |
| Term 2 | COMMUNICATION PLANNING, MEASUREMENT AND KPIS |
| Term 2 | CUSTOMER INSIGHTS FOR 360° MARKETING CAMPAIGNS |
| Term 2 | DATA VISUALIZATION |
| Term 2 | INTEGRATED MARKETING COMMUNICATION (IMC) |
| Term 2 | OWNED AND EARNED MEDIA |
| Term 2 | PAID MEDIA CAMPAIGNS |
| Term 2 | RESEARCH METHODS FOR MARKETING AND COMMUNICATION |
| Term 2 | STORYTELLING FOR BRANDS |
| Term 2 | SUSTAINABILITY IN MARKETING AND COMMUNICATION |
| Term 2 | THE CUSTOMER JOURNEY |

Third term: specializations and to
put theory into practice.

Final Project.

From April until beginning July 2025



Third term
subjects: 9 +
Final project,
all of them
graded

ETHICS AND CORPORATE GOVERNANCE

DATA STRATEGY & DIGITAL ANALYTICS

EVENTS & PR PLANNING

FINAL PROJECT

INTERNAL COMMUNICATION AND CHANGE MANAGEMENT

ISSUES, CRISIS AND STAKEHOLDER MANAGEMENT

MEDIA RELATIONS AND TRAINING

NON-MARKET STRATEGY AND PUBLIC AFFAIRS

PERFORMANCE BASED MARKETING AND COMMUNICATION

STRATEGIC SPONSORSHIPS AND PARTNERSHIPS

Impact skills: Between term 1 and term 2

1. Self transformation (I and II)
2. Problem solving
3. Critical thinking
4. Creative thinking
5. Power and influence

Examples of clients for Final Project: third term

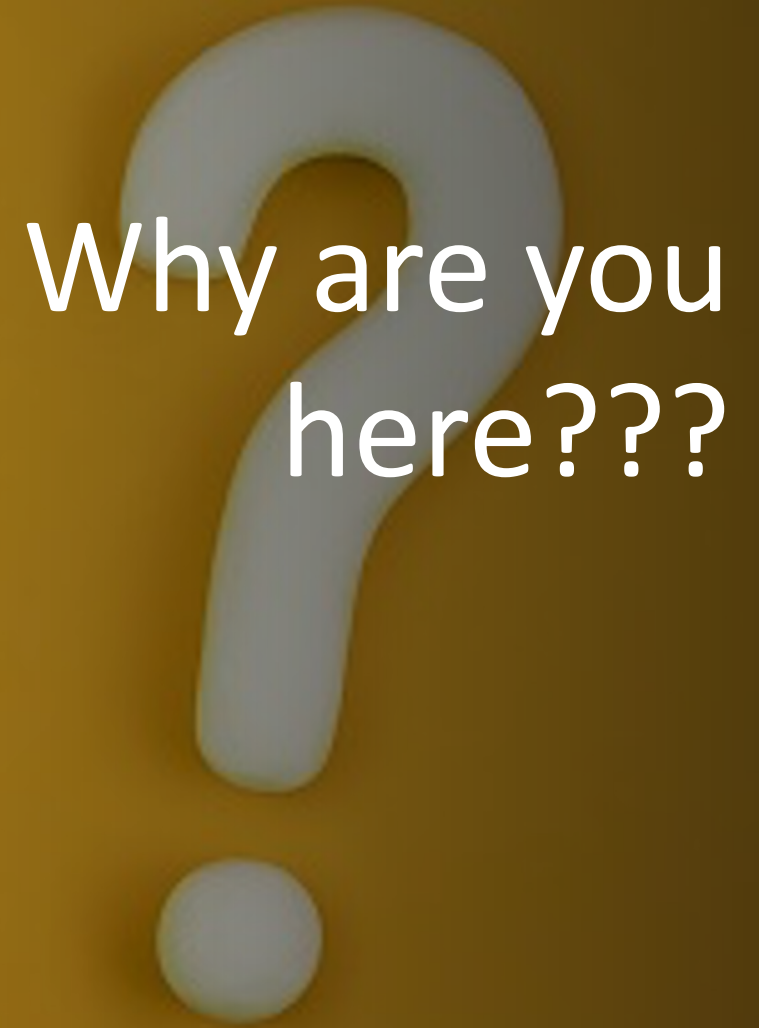


**THE
CURRENT
YOU**

**THE >>>
>>> JOURNEY**

**THE
NEXT
BEST
YOU**





Why are you
here???

For those who wish to become...

Brand Manager
Corporate
Communication
Consultant
Marketing manager
Communication
Director
Crisis Communication
and Reputation
Manager
Media Buyer
CSR and Social Impact
Manager
Issues, Crisis and
Stakeholder Manager
Global Reputation
Manager
Brand Consultant
Head of Public
Relations & Media
Relations
New Media Strategist
Director of Corporate
Affairs
Communications
Specialist
Etc...



112

Number of students

95%

International Students

38

Number of nationalities

24

Average Age

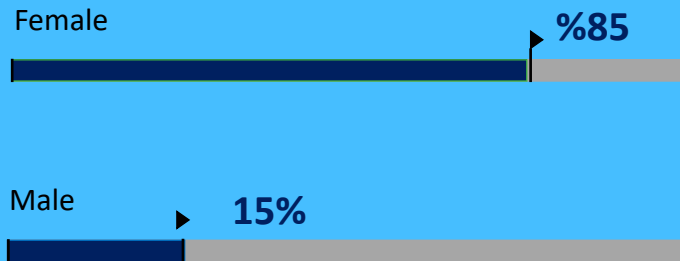


Class Profile MSMC 2023

Countries Represented

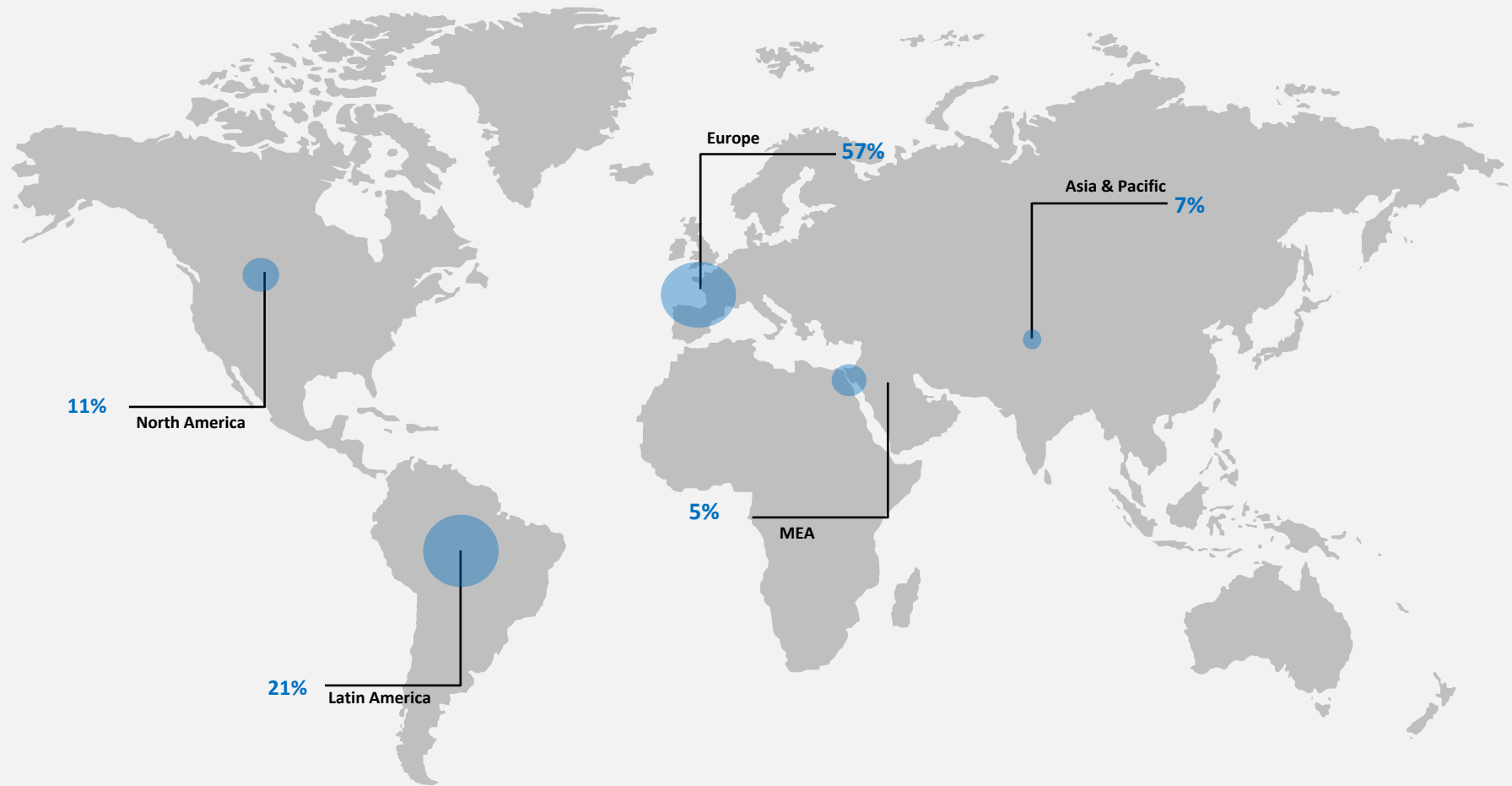
| | | |
|-------------|-------------|--------------------------|
| Argentina | Greece | Peru |
| Austria | Guatemala | Portugal |
| Brazil | India | Poland |
| Canada | Italy | Paraguay |
| Chile | Japan | Philippines |
| China | Kuwait | Russia |
| Colombia | Lebanon | Spain |
| Costa Rica | Luxembourg | Switzerland |
| Croatia | Mexico | Sweden |
| Dominican R | Netherlands | Ukraine |
| Ecuador | Nigeria | United Kingdom |
| France | Norway | United States of America |
| | | Venezuela |

GENDER



Class Profile MSMC 2023

REGIONS

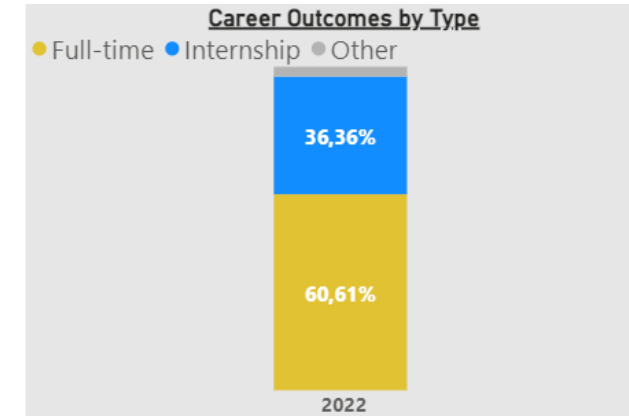
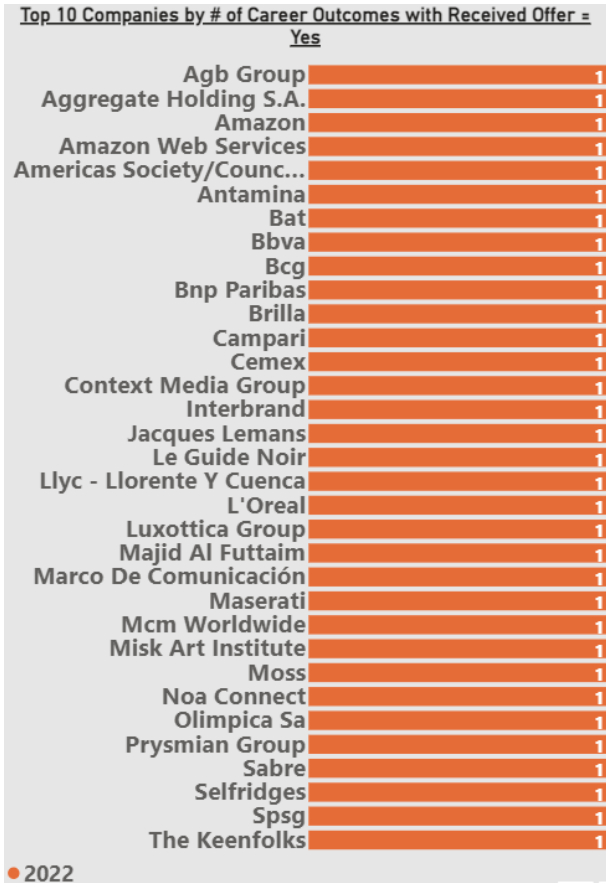




This program was instrumental in giving me a 360-degree view of what communications is all about—everything from media relations and crisis communications to integrated marketing opportunities.”

Laura Pacas, United States

Two months after graduation +65% of MCMC sep 21 students were working




by january 2023 90% of MCMC sep 21 students are working

JAN '22 IMBA - SEP '22 MCMC DUAL DEGREE COURSE RECOGNITIONS

GRADE AND CREDIT RECOGNITION

| Program 1 | | Program 2 |
|--------------------------|--|--|
| International MBA |  | Master in Corporate & Marketing Communication |
| Course | | Course |
| Marketing Management | | Strategic Marketing |
| Entrepreneurship | | Entrepreneurship |
| Strategy | | Strategy |
| TOTAL | | TOTAL |
| Course |  | Course |
| Electives | | Branding & Corporate Identity |
| | | Communication and Brand Consulting |
| | | Digital Marketing and Programmatic Advertising |
| | | Globalization Business and Media |
| TOTAL | | TOTAL |
| | | Corporate Social Responsibility & SDGs 2030 |

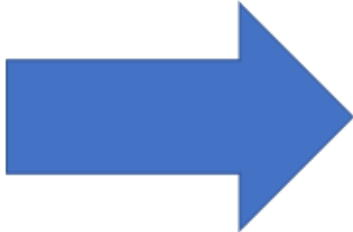
NON-GRADED COURSE RECOGNITION

| Program 1 | | Program 2 |
|----------------------------------|--|--|
| International MBA |  | Master in Corporate & Marketing Communication |
| Course | | Course |
| Financial Reporting and Analysis | | Finance Fundamentals for Communicators** |
| Well-Being in Practice | | Well-Being in Practice |
| TOTAL | | TOTAL |

**These courses follow a NGS/NGU grading system (Non-Graded Satisfactory or Non-Graded Unsatisfactory). If you passed the course in the first program, you are exempt from taking the corresponding course(s) in the second program, and your corresponding grade will be NGS.

JAN '22 MIM - SEP '22 MCMC DUAL DEGREE COURSE RECOGNITIONS

GRADE AND CREDIT RECOGNITION

| Program 1 | | Program 2 |
|--|---|--|
| Master in Management | | Master in Corporate & Marketing Communication |
| Course | | Course |
| Marketing |  | Strategic Marketing |
| Opportunities & the Entrepreneurial Manager | | Entrepreneurship |
| International Business Track: Corporate Strategy | | Strategy |
| Sales & Marketing Track: Integrated Marketing Communication | | Integrated Marketing Communication |
| Sales & Marketing Track & International Business Track: Knowing the Market and the Consumer | | Customer Insights for Growth |
| TOTAL | | TOTAL |

| Course | | Course |
|--------------|---|------------------------------------|
| Electives |  | Communication and Brand Consulting |
| TOTAL | | TOTAL |


NON-GRADED COURSE RECOGNITION

| Program 1 | | Program 2 |
|-----------------------------|---|--|
| Master in Management | | Master in Corporate & Marketing Communication |
| Course | | Course |
| Financial Reporting |  | Finance Fundamentals for Communicators and Marketers* |
| TOTAL | | TOTAL |

**These courses follow a NGS/NGU grading system (Non-Graded Satisfactory or Non-Graded Unsatisfactory). If you passed the course in the first program, you are exempt from taking the corresponding course(s) in the second program, and your corresponding grade will be NGS.*

Q & A





THANK YOU AND
SEE YOU AT IE!!



