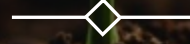




MSMC



Dual Degrees
22nd January 2024

A black clothespin is attached to a thin, dark string that stretches across the frame. The clothespin is holding a white rectangular card. The card has the text "Welcome and Thank you!" written in a white, cursive font. The background is a dark, textured surface.

*Welcome and
Thank you!*

Your team



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



MARS



FutureBrand



aebrand.



Sincerely.

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 @cristinavicedoA

 Cristina Vicedo Álvarez



WHAT IS REALLY
IMPORTANT TODAY?





We are here

HELP

SUPPORT

ADVICE

GUIDANCE

**THE
CURRENT
YOU**

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

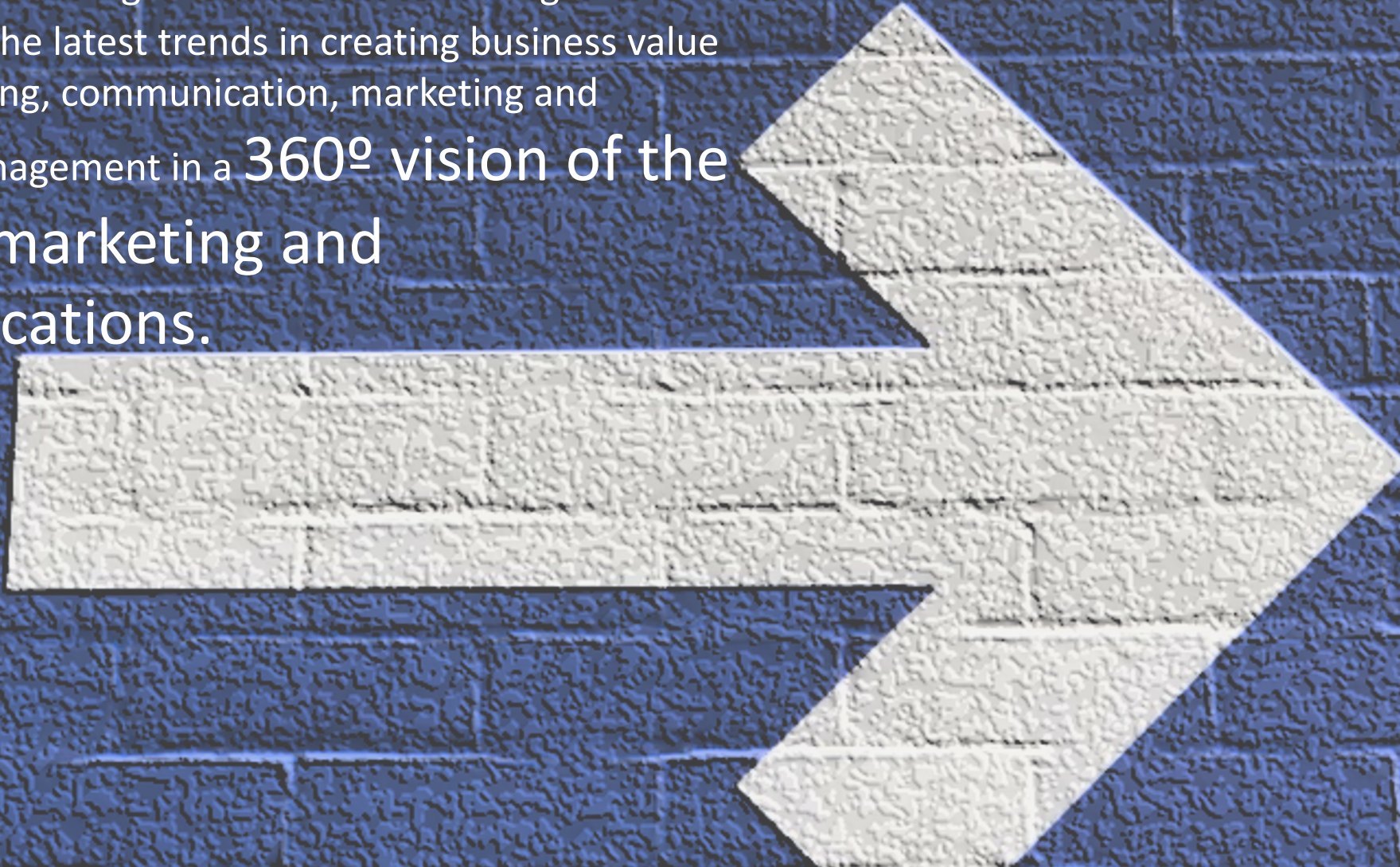
**THE
NEXT
BEST
YOU**



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



JAN '23 IMBA - SEP '23 MSMC STANDARD DUAL DEGREE CO-VALIDATIONS

GRADE AND CREDIT RECOGNITION

Program 1					Program 2				
International MBA (IMBA)					Master in Strategic Marketing & Communication (MSMC) (Private University Degree)				
Course	Term	Sessions	ECTS	Grading	Course	Term	Sessions	Credits	Grading
LEVERAGING DIVERSITY & INCLUSION	Orientation	2	0	Non Graded	DIVERSITY, EQUITY AND INCLUSION	Core	2	0	NGS/NGU
EXCEL FOR MANAGERS	1	3	0	NGS/NGU	EXCEL TOOLS FOR MARSALES	Core	3	0	NGS/NGU
WELL-BEING IN PRACTICE	1	2	0	Non Graded	WELL-BEING IN PRACTICE	Core	2	0	NGS/NGU
ENTREPRENEURSHIP	1	16	3	Curve	ENTREPRENEURSHIP	Core	5	0	NGS/NGU
MARKETING MANAGEMENT	1	16	3	Curve	STRATEGIC MARKETING AND BRANDING	Core	8	8	Curve
FINANCIAL MARKETS	1	16	(1,5)	Curve	FINANCE FOR MARKETEERS AND COMMUNICATORS	Core	5	0	NGS/NGU
TRANSFORMATIONAL LEADERSHIP PROGRAM I	1	15	(1,5)	Curve	MANAGING HIGH PERFORMANCE TEAMS I	Core	2	0	NGS/NGU
STORYTELLING AND PUBLIC SPEAKING					STORYTELLING AND PUBLIC SPEAKING	Core	10	10	NGS/NGU
TOTAL		70	9	N/A	TOTAL		37	18	N/A



Q & A





THANK YOU AND
SEE YOU AT IE!!

