

MASTER
GRADUATE STUDIES

Master in
**DIGITAL
MARKETING
[MDM]**



EFMD
EPAS
ACCREDITED

 **HESIC**
BUSINESS & MARKETING SCHOOL

Transforming people

MDM



Master in
**Digital
Marketing**

TRAINING THE PROFESSIONALS DEMANDED BY THE BUSINESS COMMUNITY FOR MORE THAN 50 YEARS: THIS HAS BEEN, AND WILL CONTINUE TO BE, OUR MISSION AS EDUCATORS.

ESIC's Master in Digital Marketing received the EPAS accreditation from the European Foundation for Management Development (EFMD). With this ESIC's MDM joined the elite of EFMD-accredited programs reinforcing the leadership of the School in the field of marketing and boosting the employability of its graduates. EPAS recognises and accredits the quality and the international level of business and management programs



Leading in business and marketing training

We are one of the leading business schools in Spain, with an experience of over fifty years training business and marketing professionals. We strive to incentivize, promote, and maintain a direct relationship with the business environment in order to provide you with a practical academic training which focuses on the needs of the labor market. We offer training with values, to engage successfully as a highly qualified professional with excellent command and knowledge of the latest trends.



62,000+
Alumni



5 AREAS:
Undergraduate
Graduate Studies
Executive Education
Publishing House
Language School



12 Campuses
in Spain
+
2 Campuses
in Brazil



Agreements with
125+
universities
in **+40** countries

The quality of our programs is endorsed by national and international accreditations and certifications:



ESIC is a member of AACSB International - the Association to Advance Collegiate Schools of Business www.aacsb.edu/abaout

ESIC systematically appears in most well-known international rankings of business education. This provides an external and objective recognition of the School's training quality over the last 50+ years.

Latest positions in rankings:



Bloomberg Business Week ranking of Best Business Schools 2018

ESIC's International MBA (IMBA) appears in the 27th position among International MBAs.



EMBA Ranking 2018

ESIC's EMBA appears in this ranking of the top 100 EMBA's in the world, occupying the 29th position in Europe.



QS Global MBA y Business Masters 2019

ESIC's MBAs stand out among 46 European MBA programs in this ranking; they appear in the top position in two of the six categories, 'employment within 3 months of graduation' and 'shortest payback period'. They also appear within the top 15 in most of the categories, and first in Spain in all areas except two in which it appears second and third. Details of key categories follow:

- Employed within 3 months of graduation, position 1.
- Shortest payback period, position 1.
- 10-year Return on Investment, position 8.
- 20-year Return on Investment, position 8.
- Fostering entrepreneurship, position 11.
- Salary uplift, position 15.



Business Schools Ranking 2018

ESIC's EMBA appears in this ranking of the top 100 EMBA's in the world, occupying the 29th position in Europe.



University Ranking 2018

ESIC is positioned 29th among 492 higher education institutions for Graduate Business Studies in the world.



International MBA Ranking 2018

ESIC has been recognized as the 61st best business school in the world delivering International MBA programs within the new edition of the "International MBA programs 2017" ranking. Among European business schools, ESIC is ranked in the 34th position.



Global B-School Rankings 2019

ESIC is ranked within the top 100 MBAs in the world, and more importantly within the top 50 for Marketing (Master in Marketing Management, MIM), Finance (Master in Finance, MDF), and for the Executive MBA (EMBA). MDF y Executive MBA, EMBA.



America Economia MBA Global 2018

ESIC's MBAs appear 18th in the ranking of the best 49 programs for Latin American students.



Ranking of the Top International MBA Programs 2019

The MBA's from ESIC are included in the elite of 71 international programs. The 47th position is occupied by the Global EMBA (17th in Europe) and the 41st position is occupied by the Global MBA (17th in Europe).



Merco Talent & Companies report 2018

ESIC appears in the 3rd position in education among the 5 most renowned Spanish Business Schools in the 2017 version of this ranking which measures the reputation and talent development of companies. In the same ranking, ESIC appears in the 72th position among the top 100 companies with the strongest reputation in Spain (2017).



El Mundo 2018 Ranking of Graduate Programs

ESIC's Master in Marketing, Master in Advertising and Public Relations, Master in Human Resources and Organizational Development, and Master in International Trade & Business have been ranked in the top positions of their categories by El Mundo since 2012.



New M



arkets



Master in Digital Marketing

The Master in Digital Marketing is one of the first digital marketing trainings in Europe. This practice-driven programme provides participants with the necessary skills and knowledge to become a highly competitive professional in any marketing and business environment.

The MDM delivers a practical understanding of the key pillars around the implementation of a digital marketing strategy and how an effective strategic vision can bring significant value to a company. By managing and analyzing data participants develop, throughout the programme, a clear solid performance during the decision-making and problem-solving process.

A further objective of this program is to create the opportunity of learning and working with like-minded professionals, networking, and developing cross-cultural awareness. Graduates from the MDM are equipped with a global vision and enough capabilities to become future online marketing managers and executives at national or international companies.

Madrid and Barcelona

Spain is home to seven of the FT Global 500 companies and six of the Euro Stoxx 50. In addition, the country offers the opportunity to develop and strengthen business links with China and Latin America thanks to its close relationship with these regions. Madrid and Barcelona are cosmopolitan cities of great cultural and historical interest. They are also among of Europe's most important cities and major business and financial centre.



Objetives



Learn, integrate, apply and critically evaluate core concepts and tools in the digital marketing discipline to develop innovative strategies in order to address current and emerging business problems, as well as key analytical methods to design, implement and optimize digital marketing strategies.



Develop a holistic view of the digital marketing discipline and its applications in the company; also, learn to critically assess digital marketing aspects of local and global business contexts as an input on current and emerging business decisions.



Develop the skills to critically assess your own and team performances and propose strategies for improvement; develop the skills to operate in different social and cultural environments.



Recognise the role of human and ethical values in business; develop action plans that demonstrate awareness of broader trends and demonstrate written communication skills essential in business and other settings.



Demonstrate effective use of the communication skills that are essential in business and other settings as well as determine effective use of inter-personal skills and the drive to work independently needed in business and other settings.

MDM

Structure of the Program

Two unique options to strengthen the participants' professional development

Participants should choose between one of the following two options* to complement their professional development:

The International Business Experience in London

The International Business Experience strengthens participants' academic and professional development by enriching their profile with first-hand contact with the British business, university, and sociocultural environments while supporting the development of an international network. CIM - The Chartered Institute of Marketing - is the leading international professional marketing body and it is located in London, the world's most international city and one of Europe's centers of innovation. The trip, which lasts around four days, includes visits to British international companies, seminars, and conferences from British businesswomen/men and lecturers; as well as meetings with peers to explore joint opportunities and visits to cultural and historic sites. The program will help you dive in to innovation using a real-world challenge, generate ideas in collaboration with others and build prototypes that lead to business solutions; as well as, provide you with a global international approach with in-depth experience in the British business marketplace.

The Professional Graduate Studies Diploma

Upon the successful completion of a complementary program and corresponding examinations, participants will also receive the "Level 7 Professional Graduate Studies Diploma in Marketing" from the Chartered Institute of Marketing (CIM, www.cim.ac.uk), the world's largest organization of professional marketers with over 40,000 members worldwide. It is a unique combination of a marketing degree plus a professional qualification and gives graduates a distinct competitive edge for their future professional development based on both academic knowledge and practical orientation. Level 7 Professional Graduate Studies Diploma in Marketing is a challenging, high-level marketing qualification and it is recognised at Master's level equivalent by the Scottish Credit and Qualifications Framework and the Open University in the UK, using the UK higher education benchmarks. The Professional Graduate Studies Diploma in Marketing is also recognised in the European Union by the European Qualifications Framework.

(*) Included in the fees, unless the two options are chosen together for which extra fees apply.

Modules

Digital marketing strategy in a digitalized world

Web & Mobile Marketing across environments: SEO & ASO

SEM & Lead Generation media

Global and local social media

Media Planning & Creativity

Marketing Automation, IA & Big Data

eCommerce

Core Units	Entrepreneurship & MKT Automation Workshop	World Market Workshops	Personal Skills Workshops	Final Project MDM
<ul style="list-style-type: none"> • Integrated Digital Marketing Strategy • Digital consumer behaviour across cultures • Architecture and web design in different environments • Search engine optimization (SEO) - Languages, territories and habits • Web Analytics • Global SEM, performance metrics and analysis • Lead Generation and Nurturing • Social Media Strategy and online reputation across cultures • Social Media Ads • Global Display, performance metrics & analysis • Creative Digital Media • Marketing Automation, IA & Big Data • eCommerce Strategy • Creation and development of ecommerce across borders 	<ul style="list-style-type: none"> • Digital Entrepreneurship • Digital Business Model Generation • Agile Project Management • Automation, A.I and Machine Learning • Bid Data applied to Marketing 	<ul style="list-style-type: none"> • Latin America • Asisa • Africa & india • Europe • North America • Emerging Themes 	<ul style="list-style-type: none"> • Managing Yourself • Cross-Cultural awareness & negotiation • Empowering Creative Thinking 	<ul style="list-style-type: none"> • a. Business Plan (16.000 words) • b. Marketing Plan (8,000 words) + International Experience • c. Marketing Plan (8,000 words) *, + Internship/project in a company (subject to availability for non-Spanish speakers) <p>*In the option c. the students also have the possibility to do a Business Plan (16,000 words) + Internship I they wish to develop a personal entrepreneurial activity. In this case, the Business Plan should follow structure of Appendix I and follow criteria of 2.a.</p>

*Subject to change

The MDM at a Glance

MDM

in figures

Duration: 9 months.

Faculty: +20 professionals.

Six editions.

Maximum students per class: 40.

500 students specialized
in digital marketing.



Diplomas awarded upon completion

“Master in Digital Marketing” from ESIC
Business & Marketing School.

“European Diploma in Digital
Marketing” from FEDMA - Federation of
European Direct & Interactive
Marketing.



Teaching methods

Student-centered learning guided by
educators, tutors, and mentors to
understand, practice, reflect, and
apply both subject-specific knowledge
and transferable skills. The aim is to
create a virtuous cycle of
action-feedback-analysis-action for
participants. All teaching is delivered in
English.



Student profile

Professionals and graduates from different disciplines
who aim to work as digital (marketing) managers in
international contexts.

Entrepreneurs intending to work in digital and
international markets. And all those interested in
learning how to manage an international digital
business successfully.



Further double degree options

After completing the MDM you can continue your studies for one year in Shanghai and receive the MBA degree from Shanghai University.



Average class profile

26 years average age.
Represented in the MDM across the years, including Chinese, Russian, Indian, Venezuelan, Kazakhstan, Mexican, Spanish, Moroccan, French, Lebanese, German, Italian, among others.



Virtual classroom

- E-learning platform. Includes:
- Academic information: programmed sessions, dates and time.
 - Attendance record
 - Pre-session documentation
 - Lecturers' in-class & extra material
 - Class & Faculty chat
 - Webconference: Webinar and Online sessions (if applicable)
 - Pending tasks alerts
 - Additional resources



Real projects for companies

Modules include the development of a project for a company carried out in groups and presented to the firm as part of the assessment. There are 6 projects throughout the program.



MDM

Program Director & Faculty Members

Selected profiles of faculty members
Master in DIGITAL MARKETING [MDM]

The faculty members in this program combine a crafted balance between academic background and practitioner experience. They have proven professional experience with more than five years in senior management positions (in academia and/or in a major company).



Professional
experience



500+ Digital Marketing
Professionals



Master and
Doctorate qualified



International
Experience



MDM - Program Director

Jose Luis Ferrero

Managing Director in vdShop (Vass group)

PDD, IESE; Master in Marketing and Sales Management, ESIC; Bachelor Degree in Economics, University of Valencia; Marketing Communications and eCommerce Digital Senior Manager, Philips Lighting; Vicepresident, CDCE.

Raul Arrabales

PhD in Science and Computer Technology, Universidad Carlos III; MBA, Escuela de Organización Industrial; Bachelor Degree in Computer Engineering, Universidad Carlos III; Analytics Senior Manager, Accenture; former Solution Manager, Analytics & Insights, Altran.

Michael de Jose Belzunce

PhD in Economics and Business, European University of Madrid; PDD, IESE; Master in Auditing, Camara de Comercio de Madrid; Master in Financial Management, CESEM; Bachelor Degree in Business Administration, ICADE; Bachelor Degree in Law, Universidad de Deusto; Director of Information Technology and Chief Digital Officer, Grupo Leche Pascual; Digital Learning Pills, Co-founder & CEO.

Alan Butt Philip

PhD in Philosophy, Politics and Economics, Oxford University; Bachelor Degree in Philosophy, Politics and Economics, Oxford University; Former special adviser to the House of Lords Select Committee on the European Communities responsible for regional policy and the structural funds; Honorary Jean Monnet Reader in European integration, University of Bath; Convenor and a trustee, John Stuart Mill Institute.

Carlos Victor Costa

PhD in Communications, Universidad Complutense de Madrid; Master in Communications, Universidad Complutense de Madrid; Executive MBA in Marketing - PUC-RJ; BA Advertising - UFRJ. Currently Head of Strategic Marketing & Communications - University of Arts London. Previously director at Millward Brown Vermeer; director in consultancies in Spain (TerritorioCreativo, Llorente&Cuenca, Millward Brown) and director of marketing & communications in large organizations in Brazil (Praxair, Petrobras, Dell).

Olga Fernandez

Master in Abnormal and Health Psychology, and Forensic Psychology, Universidad Complutense. Master in Executive Coaching and Management, IE; Bachelor Degree in Psychology, Richmond International University; former HR Manager, Carrefour.

Paloma Lucas Pesque

Bachelor of Economics, Carlos III University of Madrid; Master Degree in Relational Marketing, CRM and E-Commerce, ESIC. Founder and CEO at Strategyland (2016-); former Marketing Director for Iberia at Global Blue (2007-2016); Lecturer and international speaker.

Santiago Hermosa

Master in Digital Marketing, ESIC; Degree in Journalism Universidad Complutense de Madrid; Diploma in Database Web Programming by the Bickenhall College of London. Former Project Manager at Electronic Arts UK; former Head of SEO & Social Division at WCRS London; Founder & CEO of dobleO.

Justo Hidalgo

Spanish. PhD in Data Science, University of A Coruña, Spain; MSc Computer Science, Universidad Autónoma de Madrid, Spain; Co-founder and CEO at 24symbols (2010-); Board at Tetuan Valley; Product Innovation, Management and Strategy consultant and instructor at ESIC; former VP Product Management and Consulting at Denodo Technologies (Palo Alto, CA) (2004-2011); Treasurer at Internet Society, Spanish Chapter (2003-2007).

Jose Martin Diaz

Spanish. Bachelor in Business Administration and Bachelor in Law, Universidad Pontificia Comillas ICAI-ICADE; Specialized Course in Digital Marketing, ESIC. Head of Digital (Continental Europe) at Iberdrola Clientes. Viceroy Brand Manager; Flor de Esgueva Brand Manager (Lactalis); Carlsberg & Mahou Sin Alcohol Marketing Assistant (Mahou – San Miguel).

Andy McDuff

HND Computer Science & Management Studies; CEO, Conversion Makers; Co-Founder, The Social Ads Company; OMCP and MecLabs Certified Practitioner; former Senior Manager, Amadeus; former Client Director, British Telecom.

Sergio Morcillo

Spanish. Executive Master in Digital Business, ESADE; Advanced Management degree, Instituto de Empresa; Bachelor Degree in Business Administration, in Spain and Denmark; languages and wide experience in eCommerce, Sales, Marketing and project management in multinationals, with deep knowledge of the FMCG and Entertainment Industries; eCommerce & Business Development Manager, 20th Century Fox Home Entertainment; Startup Advisor, Eventeas.com; Marketing & Sales roles, Diageo; L'Oréal Paris and British American Tobacco.

Gerardo Mochales

PhD, Universidad Complutense; PDD, Harvard University; MBA, Kellogg School of Management; Bachelor Degree in Economics and Business Administration, ICADE; Former Marketing, Communication, and Institutional Relations Director at Acciona, and Marketing Director at Coca Cola.

Juanjo Monge

Business Development Manager for Games and Digital Business for SWEMEA at VIACOM (2018-); former CMO at Lab Cave Games (Spain) (2016-2018); former Marketing Manager at Genera Games (Spain) (2014-2016). Master in Marketing Management, ESERP- Universidad Rey Juan Carlos, Spain; MSc in Journalism, Media and Communication, Universidad Carlos III, Spain.

David Tomas

Entrepreneurial Master Program EO, MIT enterprise forum; Bachelor Degree in Engineering, Universidad de Lleida; Co-founder, Cyber click and InboundCycle; Named by IESE and GEW in 2012 one of the most influential entrepreneurs under 40; Business angel on Trip4real, sold to Airbnb; External adviser to Deporvillage; Member of the Board of Directors, aDigital; Author of "The Happiest Company in the World", Empresa Activa (2015).

David Villaseca

Master in Marketing and Sales Management, ESIC; Bachelor Degree in Business Administration & Law, Carlos III University; Global Head of Digital Strategy, BBVA; former Marketing Manager Operations, The Coca Cola Company, Atlanta. USA.

**Subject to change*

Additional Services

ESIC Entrepreneurs

ESIC promotes activities aimed at encouraging entrepreneurial behaviors. These are based on the recognition of the value of business networking and self-employment.

ESIC Entrepreneurs' services:



Training

Extensive training, designed to discover the stages within the development of a new digital project.



Mentoring

Access to ESIC's pool of talent in the digital economy. Renowned professionals will mentor you through the process of setting up a digital project.



Investor Meeting

ESIC Investor Meeting facilitates access to funding to students and alumni for projects. The business proposals are presented to ESIC's Entrepreneurship Committee; the outstanding projects will be selected.



Networking

Digital entrepreneurship meetings for ESIC's students and alumni that help participants to get first-hand exposure to the challenges and keys in start-ups.



Possible destinations to complete the studies

(Different options at each destination, see final project)
There are around 100 carefully selected international options for you to personalize your MDM experience.





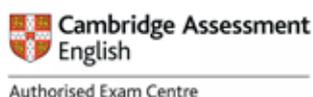
OPPORTUNITIES
BACKGROUND
EXPERIENCE
PEOPLE

The ESIC Alumni network was created in 1972. It aims to maintain, promote, and strengthen professional links among ESIC's graduates and public and private organizations, and support the development and progress of their members and the institutions they belong to.

There are more than 62,000 former students working in different positions worldwide.



ESIC Language School offers language training (general and/or business oriented) in French, Chinese, Spanish, and English. The School is an official examination center for the most renowned language examinations like DELE, TOEFL, or Cambridge.



ESIC offers help and support for graduates in their professional development after finishing the program of studies. The Professional Development Unit is responsible for giving advice, services, and related resources to help participants and graduates to meet their career aspirations. This service is available from the moment they enrol in the School until their retirement; i.e. graduates can use the Professional Development Unit during their whole professional life. Every academic year the Professional Development Unit processes more than 2,000 placements/internships and another 3,500 job opportunities.

Encouraging entrepreneurship

ESIC Entrepreneurship Center provides the environment, facilities, support, and advice for participants to develop their business ideas.

Around 7% of MBA graduates start their own business at graduation which places ESIC in the 1st position in Spain and 11th position in Europe in the creation of companies, according to QS.

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