

MASTER
GRADUATE STUDIES



Master in
**MARKETING
MANAGEMENT
[MIM]**



 **HESIC**
BUSINESS & MARKETING SCHOOL

Transforming people

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.

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.



60,000+
ALUMNI



3 AREAS:
UNDERGRADUATE
GRADUATE
EXECUTIVE EDUCATION



12 CAMPUSES IN SPAIN
AND STRATEGIC ALLIANCES
IN **5** CONTINENTS



AGREEMENTS WITH
125+
UNIVERSITIES

ESIC's Master in Marketing Management received the EPAS accreditation from the European Foundation for Management Development (EFMD) on February 2016. With this ESIC's MIM 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.



The MIM is accredited by the Association of MBAs (AMBA) and the European Foundation for Management Development (EFMD-EPAS). Due to this ESIC's MIM is part of the elite of accredited programs (less than 280 in the world) which strengthens its international positioning and boosts the employability of its graduates. Both AMBA and EFMD recognize and accredit the quality and the international level of business and management programs.



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



Rankings and awards

[latest positions in rankings]

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.



Ranking MBA Full Time Best Business School 2018

Recognised among the best international business schools for MBA programs, holding 27th position.



QS EMBA Ranking 2018

The Executive MBA (EMBA) appears among the top 100 in the world, holding 31st place in Europe.



QS Global MBA and Business Masters 2019

Among the best 250 Business Schools in the world, one of the top Spanish schools in "Thought Leadership" and "Value for Money", with several programs holding first place.



Business School Ranking 2018

ESIC is placed in 24th place in the world, 17th in Europe, 2nd in Spain regarding its MBA. Furthermore, the 4th in the world with its Master in Finance Management. 2nd in Europe and 2nd in Spain.



University Ranking 2018

ESIC holds 72nd place in the world, 66th place in Europe and 5th in Spain in Business Studies.



International MBA Ranking 2018

ESIC has been recognised as the 66th best Business School in the world that offers international MBA programs.



Global B-School Rankings 2019

ESIC's MBAs appear in the Top 100 MBAs of the world and in the Top 50 in Management, Marketing, Finance and Executive MBA.



MBA Ranking for Global Schools 2018

ESIC is situated in the top Business Schools in the world, holding 23rd position on a Global level.



Ranking of the Top International MBA Programs 2019

Places the MBAs Full Time program at ESIC, holding 42nd position and Executive MBA is ranked in 44nd position, among the best MBAs programs in the world, EMBA global is ranked in 47th position, (17th Europe) and MBA global holding 41th position (17th Europe).



Merco Monitor Corporative Reputation 2018

ESIC is ranked as the 3rd business school with the best corporative reputation. And among the best 100 companies to work for in Spain.

Merco Talent 2018

2nd best business school in the training sector.



Best Masters Ranking 2018

ESIC has held, since 2008, the 1st place at the national level in its marketing, international commerce, communication and advertising & public relations programs and the 3rd in human resources and organization.

“YOUR PATHWAY TO THE SUMMIT IN MARKETING”



Among the
**top 50 programs
in Marketing
in the world***

Multidisciplinary
students'
backgrounds

20+
nationalities**

around
30
students
per class

An innovative, academically sound, practice-driven, and marketing-focused program, reflecting the current challenges of the marketplace.

* Youth Incorporated Ranking of top 50 Graduate Programs in Marketing 2018.

** Represented in the MIM across the years, including Chinese, Portuguese, Colombian, Russian, Kazakhstani, Indian, Venezuelan, Mexican, Spanish, Moroccan, French, British, American, Dutch, Panamanian, among others.



MASTER IN MARKETING MANAGEMENT [MIM]

By completing the MIM, participants will gain the key skills and knowledge to evaluate, manage, and implement marketing strategies while strengthening their ability to face and solve complex challenges in an increasingly globalized marketing environment. In this context, the program has embedded in its curriculum a clear international approach enriched with the latest trends and developments in digital marketing; two pillars that represent the foundations for tomorrow's marketing leaders. The MIM is considered among the top graduate programs in Marketing in the world and it is included in the Top 50 Marketing list by Youth Incorporated (2018).



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.

“Networking opportunities and professional development”

A global network for marketing professionals

ESIC promotes networking as a form of active feedback between business and academia. This becomes tangible in the organisation of conferences, talks, meetings, cultural visits, etc. supporting the development of relations to enhance participants' professional careers.



ESIC's Pozuelo de Alarcón Campus Madrid group of the MIM takes place.

Two unique options to strengthen the participants' professional development

Participants should choose between one of the following two options¹ to complement their professional development:

The International Business Experience in China

The International Business Experience strengthens participants' academic and professional development by enriching their profile with first-hand contact with the Chinese business, university, and sociocultural environments while supporting the development of an international network. The trip, which takes place in May or June for a week, includes visits to Chinese international companies, seminars, and conferences from Chinese businesswomen/men and lecturers, as well as meetings with peers to explore joint opportunities and visits to cultural and historic sites. The program provides a global international approach with in-depth experience in the Chinese 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.

UNDERSTANDING
THE MARKET
& THE FIRM

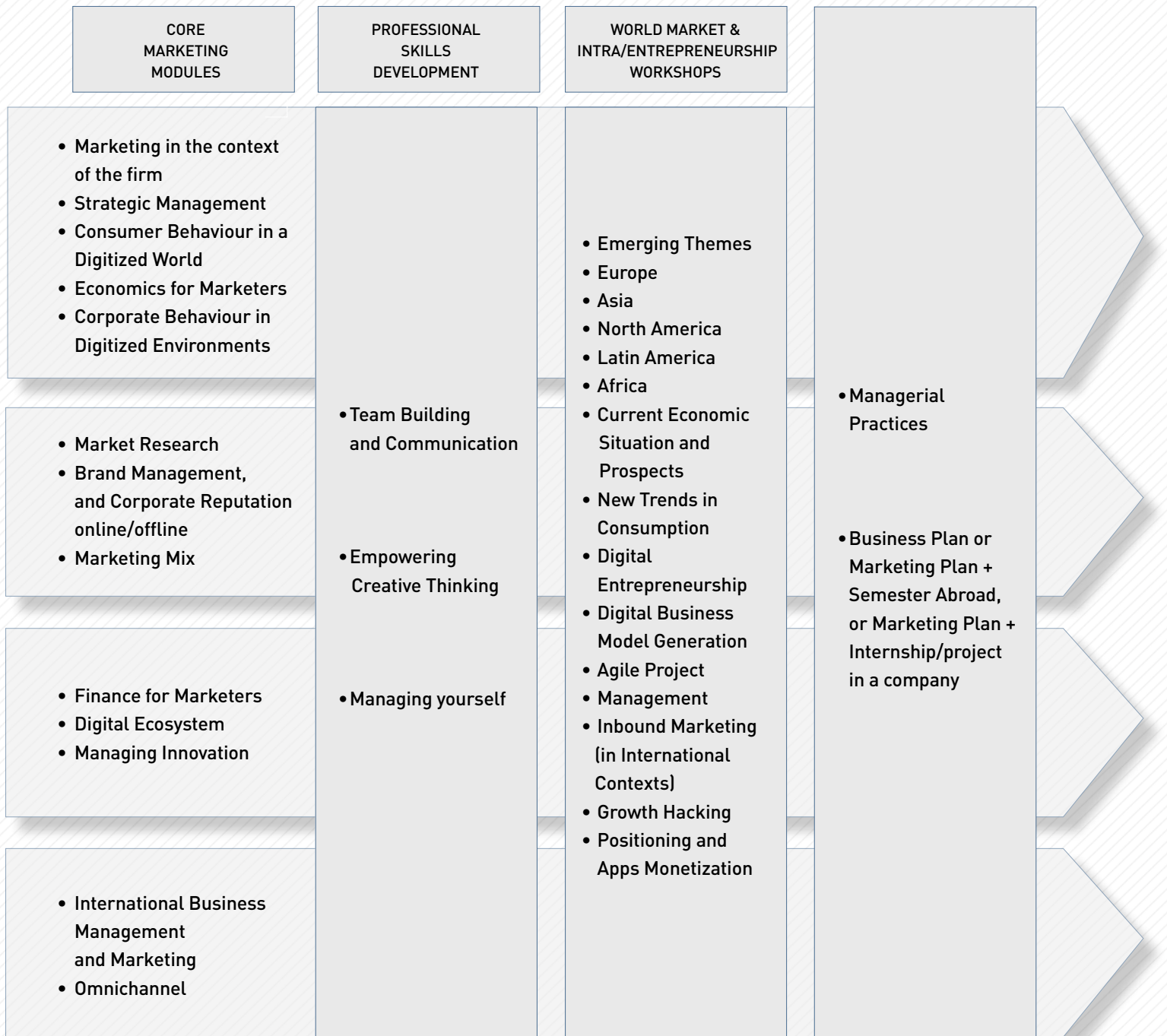
IDENTIFYING &
COMMUNICATING
VALUE

DELIVERING &
MEASURING
VALUE

DIGITAL &
INTERNATIONAL

⁽¹⁾ Included in the fees, unless the two options are chosen together for which extra fees apply.

The Journey



SUBJECT TO CHANGE

Different pathways to customize the MIM's experience

At the end of the program participants can choose among:

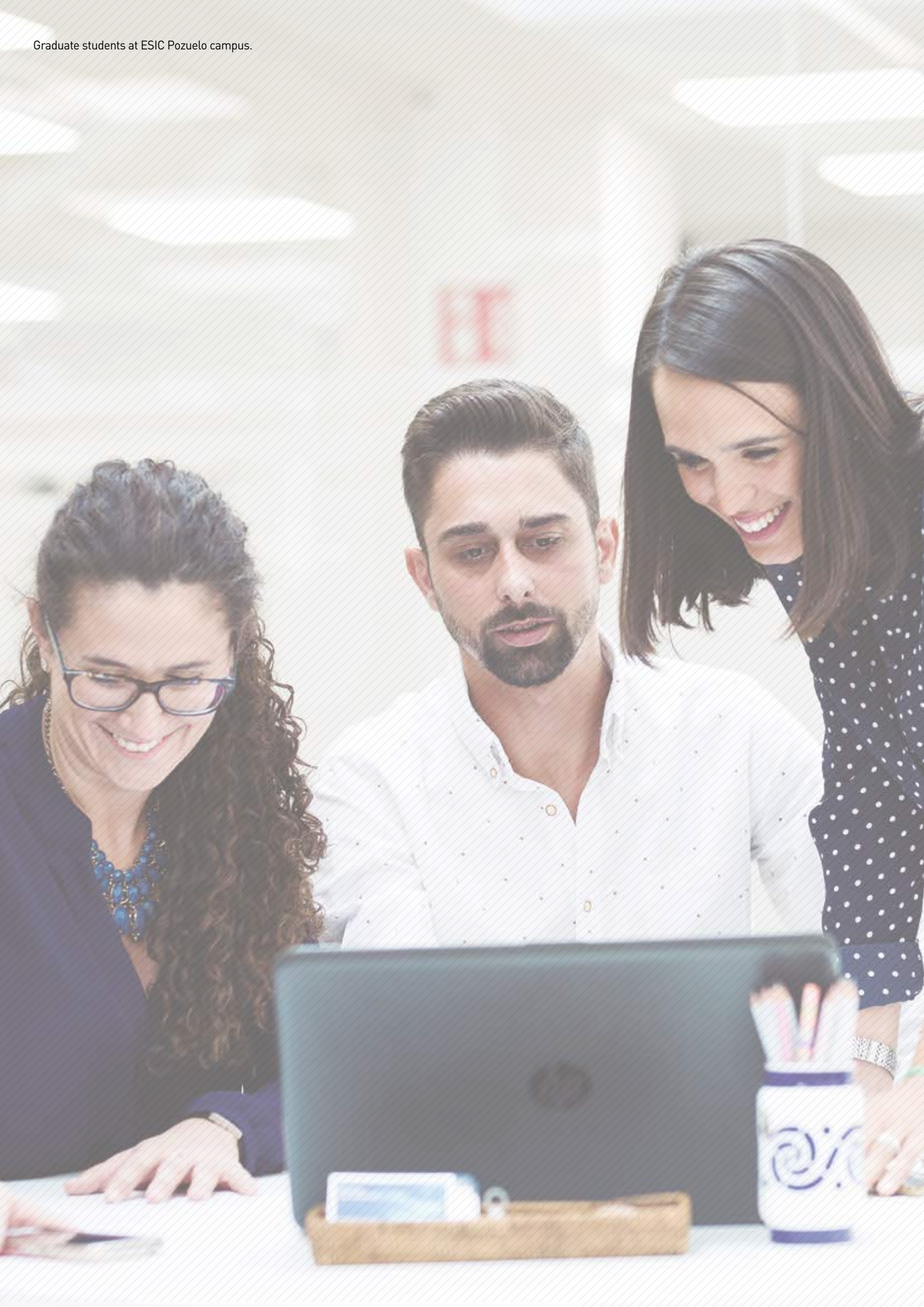
→ Business Plan.

→ Marketing Plan + semester abroad.

(around 80 possible options within ESIC's partners like Bangalore, Chennai, Beijing, Shanghai, Munich, Milan, Buenos Aires, etc.)

→ Marketing Plan + 6-month internship/project in a company.

(subject to availability for non-Spanish speakers)



The MIM at a glance



Diplomas awarded upon completion:

Master in Marketing Management from ESIC Business & Marketing School.
Those opting for the PDM option will also receive the Graduate Studies Diploma in Marketing from the Chartered Institute of 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:

Marketers who wish to develop and reinforce their career both in a national and international context, working at a strategic level or aspiring to do so and wishing to acquire a top-level professional profile within the marketing industry.



Final project:

The final project gives participants the opportunity to apply the knowledge and experience acquired during the program. There are three options:

A full business plan

A marketing plan
+ a semester abroad in one of ESIC's partner institutions

A marketing plan
+ 6-month internship/project in a company*
*(the latter subject to availability for non-Spanish speakers).



Average class profile:

25 years old average age.

8-10 average number of nationalities per year.

60% of the class coming from non-business degrees (on average).

Find here what ESIC can do for you: www.esic.edu/studyinesic

The faculty members in this programme 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). This results in teaching informed by the latest developments in the field offered to participants in the form of academic research and/or reflections on professional experience. The great majority have completed postgraduate studies in internationally renowned universities/business schools at both Master's and Doctoral levels.

PROGRAM DIRECTOR: Luis A. Sanchez Villa, SFHEA

Maria Altamira

PhD (c) in Marketing, University of Warwick. Master in Marketing Management, ESIC. Master in Management, Universidad de Deusto. Bachelor Degree in Business Administration, Universidad de Deusto. Project Manager for China, ESIC. Former strategic consultant in Marketing and CRM, Accenture S.L.

Yolanda Barneda

Master in Applied Language Studies, Carleton University. Bachelor's Degree in English Studies, UB. Creator, performer and director, *Raíces de Seda* directed by Xavier Lastra, *Poètic Tast con toque de Seda* co-directed with Xavier Lastra. *Rompecabezas* co-directed with Tonina Ferrer. Personal Development Coach, creator of *Reconecta con tu naturaleza* and *Escribir para Reconocernos*.

Adan Black

Acting training with Harold Guskin and Gene Frankel, New York City. Advanced scene study with Elaine Strich, The Stella Adler Conservatory of Acting, New York City. Former director, actor, playwright and founder of own theatre company, New York City. Cheek by Jowl Young Directors and Designers Summer School, London/Oxford. Founder of Theatre for the People, artistic director and acting coach, Madrid. 14 years of acting coach experience with more than 90 productions directed.

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PhD in Organizational Behaviour and Master in Behavioural Research, UCM. PDG, IESE. Bachelor Degree in Psychology, Universidad de Valencia. Mass Market Division Director, Salerm Cosmetics. Former Marketing Director P&G Japan.

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 trustee, John Stuart Mill Institute. Co-Author of "The China-Latin America Axis", Palgrave Macmillan (2012).

Carlos Victor Costa

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Fernando Flores Bas

Honours Degree in Economics and Business Administration (Corporate Management area), UCM. Supply Chain Management, IE. PADE, IESE. Ample experience in different sectors such as fashion and leather goods, paper and corrugator, hotels, fast moving consumer goods, fast food retail, consulting, energy, private aviation and optical retail and distribution in Spain and other international assignments. Fernando has worked for different firms like Loewe, International Paper, Starwoods Hotels holding different management positions and being at Gillette, Rodilla, Gestair and Grupo Cione where he has held top management positions like general manager/CEO.

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MA in Linguistics & Social Sciences. Pyatigorsk Russian State Linguistic University, Russia. MBA, Thunderbird School of Global Management, USA. Certification in Competitive Intelligence by International Academy of Competitive Intelligence (IACET accredited). Experienced senior global manager, entrepreneur and educator with extensive international business management and strategic marketing experience, having held management roles with international scope across multiple countries, industries and premier multinational organizations like Johnson & Johnson, Janssen Cilag in the U.K. and Spain, Austrian Trade and Investment Commission, Thunderbird Consulting Group in USA, and World Trade Center in USA. Industry experience spans healthcare, consulting, international business development and financial services in EMEA, North and Latin America.

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Luis A. Sanchez Villa

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Javier Sevilla Bernardo

PhD (c) in Startups Organizational Behavior, Uned. Degree and Specialist in Industrial Psychology - Human Resources, UCM. MITB programme Codirector at ESIC. Serial entrepreneur and former CEO, Jobssy.com. Former EMEA Human Resources Director, Stryker, Mexx, WSS, and Business-HR Consultant in Arthur Andersen.

Cesar Tello

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Tom Van der Heyden

MBA, IESE. Master in Applied Economics, University of Antwerp. Bachelor's Degree in Mathematics, Sint-Stanislascollege. Co-Founder and CEO of S3 Group.

Mario Weitz Schneir

Master in Applied Economics, The American University. Bachelor Degree in Economics, Universidad de Buenos Aires. General Manager of Consulta Abierta. Former member of the Board at the IMF. Consultant with the World Bank, the European Commission and the IMF.



Alumni

ADD

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 60,000 former students working in different positions worldwide.



LANGUAGES

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.

Possible destinations to complete the studies

(different options at each destination, see final project)



The MIM offers the opportunity to complete the studies with the semester abroad

There are around 100 carefully selected international options for you to personalize your MIM experience.

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www.esic.edu/postgrado



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