



MASTER IN  
**DIGITAL  
MARKETING**

**MDM\_**

# Master in Digital Marketing

The **structure of the degree** has been designed to engage participants in a cumulative process of developing skills and knowledge through a sequence of complementary stages. The degree programme is divided into six main taught modules; the MDM concludes with a final project. These six modules are devised for participants to develop foundational knowledge, critical awareness of current problems and/or new insights, and general intellectual skills and attributes necessary for that knowledge and understanding; they also cover a range of practical, professional, and transferable skills. The first module is for participants to understand digital strategy in a digitalized world, the second to learn and apply web design, web architecture, and web analytics across environments, the third module is about global

& local search engine marketing strategies, the fourth module analyses global and local digital media plans, the fifth module focuses on global and local social media & location, and the sixth module concludes with ecommerce across borders. The teaching part of the programme has 417 contact hours with a ratio of 1 contact hour: 3 hours of individual work resulting in 1668 hours. The individual work expected for the final project is 240 hours (which includes the hours for intra & entrepreneurship workshops and also for world market workshops). The curriculum fulfils EQUAL's Guidelines on contact hours, credits, content, and especially on integration and personal competences. The structure of the curriculum can be seen below (core modules in chronological order):

Module		Units
Core Modules	Digital marketing strategy in a digitalized world	Integrated Digital Marketing Strategy
		Digital consumer behaviour across cultures
	Web & mobile marketing across environments: SEO & ASO	Architecture and web design in different environments
		Search engine optimization (SEO) – Languages, territories, and habits.
		Web analytics
	SEM & lead generation media	Global SEM performance, metrics and analysis
		Lead generation and nurturing
	Global and local social media	Social Media Strategy and online reputation across cultures
		Global and local Social Media application
	Media planning & creativity	Global Display performance, metrics and analysis
		Creative Digital Media
	eCommerce	E-Commerce Strategy
		Creation and development of ecommerce across borders.
	Intra & Entrepreneurship Workshops	Digital entrepreneurship
Digital business model generation		
Agile project management		
Inbound marketing (in international contexts)		
Growth hacking		
Positioning and APPs monetization		
World Market Workshops	Europe	
	Asia	
	North America	
	Latin America	
	Africa & India	
	Emerging Themes	
Personal Skills Workshop	Cross-cultural awareness and negotiation	
	Empowering Creative Thinking	
	Developing effective managers	
Managerial practices		
Final project		



**The final project:** This part of the programme takes the form of a 16,000-word individual project. The purpose of this project is to take participants onto the next stage of professional development while helping them to grow from a behavioural perspective. The project aims to enable students to:

- Take one of the key emerging themes identified during the programme and apply it to a major business project within their own organisation or business sector,
- identify the skills and knowledge required to implement the business project successfully and assess their personal competence in these areas,
- evaluate the success of the business project in the light of current knowledge on the topic,
- evaluate their role within the project in terms of skills and behaviours. Participants will be encouraged to develop personal effectiveness through critical self-awareness and self-reflection.

During the development of the project it is expected that participants work in a self-managed mode of learning supported by academic and professional facilitation. In this stage, students will focus on a key area of personal and professional interest while at the same time developing the necessary knowledge and skills to design, develop, implement, and assess a business project within this area. As a by-product of this exercise, students are expected to develop different areas of professional competence.

Participants can choose among the following options to complete the programme:

- Digital business plan (16000 words), or
- Digital marketing plan (8000 words) + semester abroad (120 hours at Master's level), or (around 100 possible destinations within ESIC's partners such as Bangalore, Chennai, Beijing, Shanghai, Munich, Milan, Miami, Buenos Aires, etc),
- Digital marketing plan (8000 words) + 6-month internship/project in a company (subject to availability for non-Spanish speakers).

# MDM

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