

# Master in Digital Marketing



Accelerate your career

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# Master in Digital Marketing

In today's highly competitive global business environment, marketing is undergoing an intense transformation. Highly fragmented consumer segments are becoming savvier and harder to reach than ever before. As technology is changing at the speed of light, new marketing and communication tools are constantly appearing. To date, the emergence of digital technology has led to a revolutionary change in marketing and by the end of this decade every facet of the marketing mix will have been radically challenged.

As a consequence, the need for qualified digital marketing professionals is rising dramatically. The Master in Digital Marketing prepares you for these challenges, making you more valuable to your organization and growing, both professionally and personally, reaching your full potential.

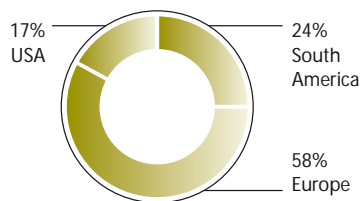
## Who is the program designed for?

The Master in Digital Marketing has been designed for professionals interested in furthering their careers in the industry, and is intended for:

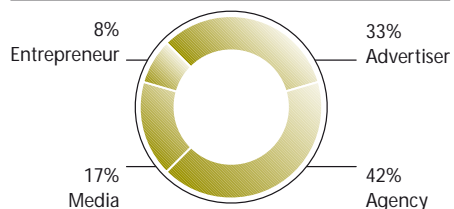
- Driven marketing professionals seeking to acquire new digital marketing concepts and skills.
- Professionals from diverse functional backgrounds seeking to engage in digital marketing projects.
- Entrepreneurial and innovative individuals looking to create and manage their own projects in the digital space.
- Digital marketing professionals looking to reinforce their skills and enhance their capabilities while strengthening their profile.

IE Business School is internationally renowned for its diversity with a truly global faculty and alumni from more than 85 countries across the world. The program is comprised of exceptional individuals from which to learn with and from.

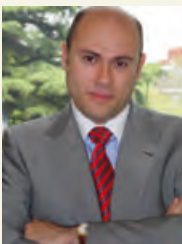
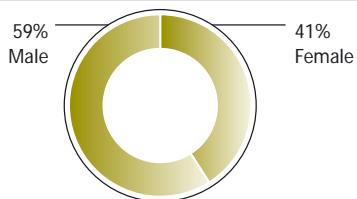
### Nationalities



### Industry



### Gender



*a fact. Investment and activity in digital marketing are growing at an accelerating pace. Soon, no marketing budget, plan or advertising campaign will be complete without a digital component. IE Business School has*

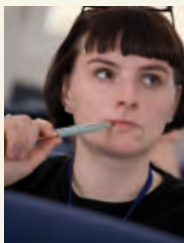
*“Digital marketing is the future; no doubt about it. How many organizations are investing less of their marketing budgets in digital channels during 2008 than they did in 2007? Not many, that is*

*developed the master's program in Digital Marketing in order to provide its participants with a thorough understanding of how new digital marketing tools can be applied to help companies meet their objectives. Upon completion of the Master they will have gained general management skills and will be able to successfully integrate digital tools and media within the traditional marketing portfolio of activities. This will help them improve their professional qualifications and their companies' performance and results.”*

**Manuel Alonso Coto**  
Academic Co-Director and Professor

# Key Facts

<b>Profile</b>	Driven and experienced professionals interested in digital marketing
<b>Degree Awarded</b>	Participants will be awarded a masters degree in Digital Marketing which offers specialized courses in digital marketing together with general management disciplines.
<b>Format</b>	The program alternates between short and intensive face-to-face periods with online periods. The face-to-face periods will be held in Madrid and London.
<b>Start Date</b>	February
<b>Duration</b>	13 months
<b>International Recognition</b>	The Economist Intelligence Unit ranked IE Business School 2nd in their annual worldwide Distance Learning MBA ranking for their online methodology: the same methodology used in all our online programs.
<b>Learn through</b>	<ul style="list-style-type: none"><li>- A proven online methodology</li><li>- Interaction with a world-class faculty</li><li>- Lively discussion with an international peer group</li><li>- Case-study method analysis</li><li>- Company visits</li><li>- Visit to Ad-tech</li><li>- Conferences with experienced industry professionals</li><li>- World Awareness seminars and leadership workshops</li><li>- Group projects and assignments</li><li>- Final business plan / project presentation and defense</li></ul>



*"I chose to study at IE Business School because of its international reputation and being ranked among the top 10 business schools worldwide. Everyone I talked to that had had contact with IE Business*

*School recommended the school as one of the best in Europe. The Master in Digital Marketing offered by IE made it possible for me to continue working full-time and attend a master degree at the same time. I also appreciated that the master was only 13 months long, a reasonable time to invest in education and put your private life on hold. Compared to other renowned master programs I also found the price affordable.*

*Another reason for me to choose IE was that the school offered a huge alumni network which enables me to build up my own network and to establish new friendships. I also appreciate the experience to work in virtual teams - a challenge more and more faced in the real business world as well.*

*I am very happy with my choice. I really like being part of the IE community and am very happy with the content of the program, the flexibility of the school, the good reputation, my professors and my peers."*

**Testimonial of Michaela Götze**  
European Manager, eBay

# World-Class Faculty

The Master in Digital Marketing program has been designed and will be taught by IE Business School's diverse faculty- exceptional individuals, educators and researchers with highly diverse personal and professional profiles, and who know how to help you develop your full potential from different angles and perspectives.

Having considerable industry experience amongst the world's leading corporations and being engaged in consulting projects and other activities, the faculty remains in constant touch with business developments.

The program's professors take a pivotal role in guiding your development, whilst the methodology maintains your enthusiasm, interest, and commitment at every stage.

## **Bebunan, Alberto - Professor of Emerging Media & Mobile Marketing**

Nationality: Venezuelan

In the mid 1990s, Alberto founded several successful Internet start-up companies in Venezuela such as Ticketron Venezuela (tickets for events by phone and Internet), Webtron (Internet project-developments), Promotron (events and promotions organizer), etc. In 2004, he founded "Mobile Dreams Factory" one of the leading European mobile marketing and advertising agencies with offices in Spain, Mexico and United States.

## **Dans, Enrique - Professor of introduction and Trends in Online Marketing**

Nationality: Spanish

Prof Dans is among those who see blogging as a new and important forum through which to air and exchange academic ideas. He is also an avid consumer of information and keeps up to date with the latest developments in information systems via dozens of online newspapers and journals. Enrique's interests include the new economy, the effects of technology on consumer behavior and the consequences of new technological developments for business in general. Enrique holds a PhD in Management, specialising in Information Systems, Anderson School, UCLA, USA; an MBA from IE Business School; and has pursued post-doctoral studies at Harvard Business School, USA.

## **Griffiths, John - Professor of Markets e-Research and Product e-Marketing**

Nationality: British

Founder of Communications Planning and Market Research company, Planning Above and Beyond. John was responsible for planning across the whole of Honda UK advertising CDP. John used to work as Planning Director of Grey Integrated and for Carlson Communications Group.

## **Mendrina, Thomas - Professor of Search Engine Marketing**

Nationality: German

Thomas developed and nurtured his career immersed in the digital advertising field. Nowadays he is Country Manager of ValueClick Media in Munich, Germany. Thomas holds an International Executive MBA from IE Business School; a Master in Sports Management from the University of Bayreuth; and a European Master in Sports Management from INEFC, Barcelona.

## **Reiss, Eric - Professor of Usability and Design in e-Marketing and e-Commerce**

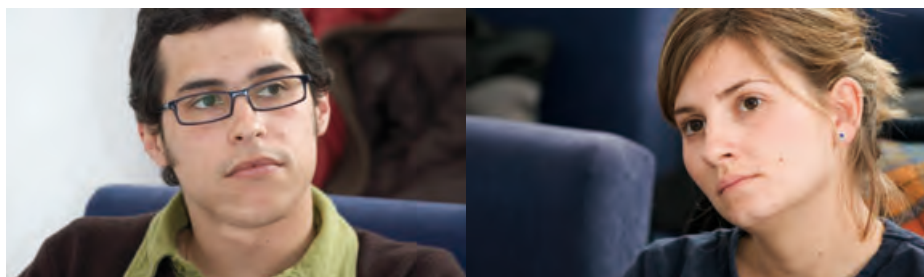
Nationality: American

Eric has been actively involved in the creation of menu-based programs, hypertext games, multimedia, and web projects for over 25 year and in January 2001 he founded his own company E-Reiss & Associates. Eric holds degrees in Political Science and Performing Arts from Washington University in St. Louis, Missouri.

## **Zimmermann, André - Professor of Digital Marketing Auditing**

Nationality: Brazilian

André is currently the Country Manager of Media Contact - Havas Group in Brazil. He has been working in the company since 2001 where he has had several management positions. He has earned a degree in management from FAAP in Brazil.





# Program Structure

First Face-to-face Period	Online Period	Second Face-to-face Period	Online Period	Thrid Face-to-face Period
<b>Madrid</b> Two weeks <b>February</b>	<b>February-September</b>	<b>London</b> One week <b>September</b>	<b>September-March</b>	<b>Madrid</b> Two weeks <b>March</b>
<b>General Management Courses:</b> Financial Accounting Fundamentals of Marketing Management Management Accounting  <b>Specialized Courses:</b> Campaign Management Digital Advertising Evolution Digital Trade Marketing and Promotion Introduction & Trends in Online Advertising Markets e-Research & Product e-Marketing Metaverses & Advergaming Seach Engine Marketing Search Engine Optimization Virtual Companies Legal Environment		<b>Company visits to the world's leading digital marketing, media and PR companies.</b>  <b>Interacting and networking opportunities with top industry professionals</b>  <b>Visit the Ad:tech exhibition</b>  <b>End of term one and start of all courses for term two.</b>		<b>General Management Courses:</b> Competitive Strategy Fundamentals of Financial Management Marketing Strategy & Plan  <b>Specialized Courses:</b> Digital Communication, Brand Awareness & Social Media Digital Marketing Auditing Emerging Media & Mobile Marketing Entrepreneurship Operations Management in Advertising Usability and Design in e-Marketing & e-Commerce
<b>World Awareness Seminars and Leadership Workshops Program            Web Straight Input Conferences*</b>				

\*Conferences lead by High Level Speakers

## Program Overview and Methodology

The aim of IE Business School's Master in Digital Marketing is to provide you with a solid digital marketing and business foundation creating a stimulating learning environment bringing together a world-class international faculty of experts and leaders in digital marketing with a highly qualified group of students.

The methodology reflects today's international business environment, where cross-cultural teams of people work on global projects while living in and travelling all over the world. The methodology we use allows you to follow the program without interrupting your professional obligations for extended periods of time

in order to pursue a truly great learning experience regardless of your geographic location. Lasting 13 months and starting in February, the program is divided into two rigorous online periods with three intensive face-to-face periods lasting between one and two weeks. In both semesters the program combines core business subjects with specialized digital marketing courses.



*"We are running in the web 2.0 age trying to rethink the future of advertising. This issue is getting bigger and bigger because now we know that the future of advertising is online advertising. In no some many years most of the advertising will be online, and the offline advertising will be like a complement, like a reminder. Due to this, companies need to figure out how to engage in this step*

*of communication, how the advertising is changing between last century and today. From my point of view, this is probably one of the biggest objective of the course, to prepare people to get into this world, to engage advertising in this kind of environment, to prepare companies to think about this and to prepare professionals to be able to move into the 2.0 new world and do respectful advertising."*

**Enrique Dans**

Academic Director and Professor of the Master in Digital Marketing

### **Face-To-Face Periods:**

The face-to-face periods will be held at the beginning, middle and end of the program. During these intensive periods you will participate in activities that require physical presence and are especially designed to provide you with competencies and skills needed to become a successful business leader.

### **Madrid:**

The program commences and ends with a two-week face-to-face period at our urban, downtown campus in Madrid. Renowned as a vibrant capital, Madrid offers a wealth in history, tradition and cultural experiences. The first residential period offers a valuable opportunity to interact with fellow students and the professors whilst starting the courses of the first semester. Students will also attend workshops focused on skill-building activities including the critical Leadership Workshop and get used to the online platform and Case Study Method as well as attend the first conferences in the World Awareness series.

The last face-to-face period held in Madrid rounds up the program. During this two week period you will finish the courses of the second semester curriculum and take assessment tests to consolidate the work covered over the course of this period. You will also present and defend the Business Plan launching a new idea for the digital marketing field. You will be working on it as your Final Master's Degree Project, where you will be able to apply your newly acquired business know-how. At the end of the period the program closes with a Graduation Ceremony when you will then become part of the global IE alumni network of over 37,000 alumni in more than 100 countries.

### **London:**

As London is home to many top advertising, marketing, media and PR companies, the second face-to-face period will be held here. The main purpose of this period is to provide you with a 360° vision of the digital marketing business while visiting the most relevant digital marketing agencies, interacting and networking with their top executives, and attending the Ad:Tech exhibition. You will be able to interact and network with experts in digital space, visiting companies like: Yahoo, Microsoft, MPG Group, FT.com, Wordtracker and Headshift.

### **Online Periods:**

The Virtual Campus, active 24 hours per day, 7 days a week, is the fundamental point of convergence for the teacher-led online sessions, taking place in between the residential periods, allowing you to interact, exchange information and debate intensively practical cases with your peers and professors, creating strong and lasting relationships, while you are actively learning.

The courses initiated during the face-to-face periods, in Madrid and London, are continued online using IE's successful methodology based on the case study method. Subjects cover a variety of business modules and activities, integrated within local, regional and global markets. In our determination to make the program as market-oriented as possible, you will have the opportunity to participate in live videoconferences, held every two weeks, where you will be in contact with experts in the digital marketing field providing you with updated information about this sector.

Our methodology promotes continuous communication between professors and students, while maintaining the flexibility which is so central to the program. Intensive communication, and a methodology that hinges on participation, guarantees a high level of motivation and commitment to the program.

# Your Application - Process and Requirements

## Selection Criteria:

IE's selection process emphasizes leadership potential, strong academic ability, personal qualities and competencies. We are looking for candidates with managerial experience, people-skills and a proven academic record. Therefore the admissions committee will consider the following criteria when assessing applicants:

- A Bachelor degree from an accredited college or university
- Demonstrated professional experience
- A complete application including all supporting documents

Please note: Since the program is conducted in English, a good working knowledge of English is essential. We might ask you to submit evidence of your proficiency such as the TOEFL examination. Additionally the admissions committee may require the GMAT/GRE/IE Admissions Test.

## Apply Online.

Visit our website and apply online.

[www.master-digitalmarketing.ie.edu](http://www.master-digitalmarketing.ie.edu)

IE offers an online application form: [www.ie.edu/app](http://www.ie.edu/app)

## Contact the Master in Digital Marketing Team

We would be happy to hear from you early in your decision-making process so that we can guide you and provide you with useful and detailed information about the program and the admissions process. Please contact:

[admissions@ie.edu](mailto:admissions@ie.edu)

Phone: +34 91 568 96 10

Fax: +34 91 568 97 10

[www.master-digitalmarketing.ie.edu](http://www.master-digitalmarketing.ie.edu)

## Why a Master in Digital Marketing at IE Business School?

### Industry Orientated

The curriculum of this program is oriented towards the Digital Marketing industry. With specific courses related to the Digital Marketing field and the general management courses students, will be have all the knowledge to develop their careers in this emerging market. Additionally most of our specialized faculty members are currently working in agencies, media or companies developing business in digital marketing, bringing the market directly to the classroom and allowing you to establish an excellent network in the industry from day one.

### IE Business School Experience

IE Business School alumni form part of a 37,000-strong spread in over 100 countries across the world. They share far more than a Master degree. They share IE Experience - a life-changing experience in an international business school that is independent and diverse, where entrepreneurship and innovation form part of the day-to-day fabric, along with academic excellence, an unparalleled corporate network, and socially responsible vision.

### International Environment

Students at IE Business School enjoy a truly international atmosphere, with more than 81 nationalities on campus, and a faculty comprising 40% international professors.

### Academic Excellence

IE Business School is ranked by the international press as one of the best business schools in the world – among the top 5 in Europe and top 10 worldwide. IE Business School is one of the few business schools in the world fully recognized by the three leading accreditation agencies in the business education arena: AACSB, EQUIS and AMBA, three prestigious institutions whose recognition guarantees the quality of business management training programs. IE Business School is in permanent with business realities, as reflected in each level of the learning process.

### Innovative Methods

The Master in Digital Marketing at IE Business School is a specialized 13-month master's program that offers the unique opportunity to pursue a highly valued degree from a prestigious international business school while working and without the need to relocate.

IE Business School's strong focus on entrepreneurship and innovation, combined with advanced training techniques guarantee that every participant will be part of the holistic IE Business School experience; an experience that goes way beyond the classroom, will open the doors to the rapidly growing and evolving digital marketing industry for you.



**IE Business School** would like to extend its deepest thanks to all those students, alumni, faculty members, and other parties who appear in this brochure.



If you want to learn more about the program, our faculty and other IE initiatives:

- Please contact our international offices: [www.ie.edu/offices](http://www.ie.edu/offices)
- Request the full brochure or more information at IE in Madrid:

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Fax: +34 91 568 97 10  
[admissions@ie.edu](mailto:admissions@ie.edu)  
[www.ie.edu](http://www.ie.edu)

- Download the pdf program: [www.ie.edu/programs](http://www.ie.edu/programs)

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