



Masters in
Marketing and Communication

ESEI's Master in Marketing and Communication programme is accredited by the Universidad Católica de Murcia (UCAM) and lays the foundations of a successful career in Marketing and Communication.

In taking this qualification you will further your understanding of public relations, digital marketing, event management and other related fields. Moreover, in studying marketing strategy, you will go in depth into topics such as communication skills, crisis management, branding, social media and innovation.



**Accredited by
UK University**



**Internationally
Recognised**



**100% English
Language Programme**



**Expert
Tutors**



**Real-world
skills**

KEY FACTS

Degree type	Postgraduate
Language	English
Study mode	Full time
Duration	1 academic year
Start dates	October & February
Class schedule	Weekdays, evening classes
Total ECTS Credits	60 ECTS
Nº of semesters	2

Tuition 8,800€ per year*

PROGRESSIVE ASSESSMENT 40%

Forty percent of your master's degree will be assessed via written projects which are based on content from different core module components. Assessments focus on a practical case study or issue, giving you the opportunity to apply what you have learned on the course. These projects also offer scope for creativity and wider research in an area that truly interests you.

Additionally, some modules are assessed in class, either through communicative activities (e.g. roleplays) or tests.

PARTICIPATION 10%

Alongside feedback from professors and tutors, you will assess your own participation on the course and will also be assessed by your peers.

Assessment criteria include: evaluating your class preparation, your contribution to a positive learning environment inside the classroom, as well as your willingness to collaborate with and help your classmates.

Through this self-reflection and peer assessment, we can progress together and learn from each other.

We believe that tenacity and humility, alongside a positive attitude towards our work and our peers, are critical success factors both inside and outside the classroom.

THESIS (WRITTEN + DEFENCE) 50%

You must submit a final written project at the end of each semester. This can take one of two forms:

A case study which analyses an issue relevant to your study discipline.

A full business plan that could be used to attract investment.

FALL SEMESTER

- Management Immersion Module
- Professional skills module
- Strategic Marketing
- Branding and Innovation
- Events and Information Management
- Professional communication skills

SPRING SEMESTER

- International Business Management
- Strategic Communication Management
- Digital Business
- PR, social Media and Brand communication
- Innovation
- Career Development





INTERNSHIPS

Our internship programme is linked to a broad network of multinational companies and organisations in Barcelona. It offers you the chance to gain real-world work experience relevant to your future career goals.



SEMINARS AND GUEST SPEAKING SESSIONS

Each year, ESEI welcomes industry experts to give talks to our student body, offering unique perspectives on different business-related topics. Our speakers demonstrate how the knowledge and skills you acquire on your courses can be applied in a real-world work environment.

Some of the past guest speakers at ESEI include Sergi Codonyer, Coca-Cola PAC Director; Ben Walker, Founder and CEO at the ZOOM Agency; Loïc LeJoliff, Founder at Piknic Electronic.



SCOLARSHIPS

ESEI provides scholarships of up to 10% in two different cases:

- Outstanding academic records
- Based on merit and achievements (3.75 overall G.P.A. and above)
- Merit and professional services to society

The scholarship, which is presented as a short essay, must be submitted using the application form provided by ESEI.

Candidates are notified of the decision by email at the address indicated on the application form.



AWARDING BODY

The Master's degree in Marketing and Communication is a private degree awarded directly by ESEI and the Universidad Católica de Murcia (UCAM). UCAM is one of the most prestigious university institutions in Europe, with an excellent reputation for business programmes. On average, graduates of UCAM create twice as many companies as graduates of other Spanish universities.



COACHING SESSIONS

At ESEI we want you to excel as a person and as a business leader. Our individual and group coaching sessions are designed to make you conscious of the fact that everyone has the resources and capacity needed to achieve their ambitions. All our coaches are internationally certified and are experts in working with you in an academic, personal and professional setting.



ASSESSMENT

The assessment of all modules is based on continuous learning, examinations and assignments. Examinations are held twice a year, in June and December.



COMPANY VISITS

ESEI organises company visits all throughout the year, giving you an insight into the practices and processes of some of Barcelona's top companies. You will discover new areas of interest and learn about the different types of business you might be working with - or even creating - in the near future.

Our students have previously visited companies like TalentGarden, a co-working space where freelancers and start-ups work and develop their innovative projects; the 5-star Hotel Fairmont Rey Juan Carlos I and the In-Edit offices, birthplace of the Moritz Feed Dog and In-Edit Festivals.



ADMISSION REQUIREMENTS

At ESEI, we use a holistic approach in our selection, looking at all elements of your application and above all your motivation and passion in pursuing a career in your chosen field. Documents required to start your application include:

- . A fully completed online application form
- . Undergraduate degree or three years of work experience
- . Proof of English proficiency (IELTS 6, TOEFL 85 or equivalent)
- . Statement of purpose
- . Updated CV
- . Academic or professional reference
- . A bank statement
- . A copy of your passport

