

MASTER / MBA IN DIGITAL MARKETING

Discover the power of digital marketing in today's competitive landscape!

Master the cutting-edge skills needed to excel in today's dynamic digital marketing landscape. With a focus on the latest techniques and technologies, you'll create impactful campaigns and make data-driven decisions that drive success.

Our Master in Digital Marketing positions you as a strategic thinker and leader. The curriculum, tailored to industry demands, immerses you in a transformative learning experience, harnessing digital tools and strategies to achieve remarkable results.

Discover exciting career paths

- Digital Marketing Manager
- SEO Specialist
- Social Media Marketing Manager
- Content Marketing Manager
- User Experience (UX) Designer
- E-commerce Manager
- AI Marketing Specialist
- Search Engine Marketing Specialist
- Performance Marketing Specialist
- Marketing Automation Specialist
- Marketing Strategist
- Chief Marketing Officer (CMO)

100%
Students

Enhanced their
Professional
Profiles

95%
Students

Satisfied with
ESEI Experience

90%
Students

Found Jobs within
6 months after
graduation

64%
Alumni

Have Management
Positions today



100% IN
ENGLISH



ON-CAMPUS / ONLINE



OCTOBER/MARCH
INTAKES

Experience our unique curriculum

Tailored Skill Development: Master SEO, Social Media Marketing, Analytics, SEM, CRM, UX, Performance Marketing, Data Science, and Brand Storytelling.

Industry-Relevant Curriculum: Stay ahead with the latest digital marketing trends and tech solutions for effective customer acquisition and retention strategies.

Immersive Learning Experiences: Engage with industry professionals for insights through interactive learning walks and guest speakers.

Career Readiness: Build a strong digital marketing network through project-based learning and business simulations, gearing up for a rewarding career.



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Web: www.eseibusinessschool.com



Location: Montevideo, 31
08034 Barcelona, Spain

**MORE PROGRAMME
INFO HERE**



PROGRAMME PATHWAYS

SELECT A PATHWAY TO START YOUR DEGREE JOURNEY TODAY!

	UCAM CATHOLIC UNIVERSITY OF MURCIA		KEYCE ACADEMY COLLEGE DE PARIS*	
	Master of Professional Development	International MBA	Master Spécialisé (MS)	MBA International
Degree Type Tailor your degree to your goals. ESEI grants a private degree upon programme completion. To obtain the partner university's degree, you must meet their admission criteria.				
Specialisation Modules Unlock essential skills and knowledge vital for your field with 10 focused 6-week modules, employing a project-based approach for effective learning.	SEO, Social Media Marketing, Analytics, Search Engine Marketing Emerging Technologies In Marketing, CRM And Data, Design And User Experience Performance Marketing, Data Science And AI In Marketing, Brand Storytelling Through Content			
Impact Labs Acquire practical skills for your career journey through Impact Labs, fostering career readiness and professional development.	✓	✓	✓	✓
Professional Development Blend academic learning with a 3-month internship to cultivate practical skills, understand workplace dynamics, and refine professional communication.			✓	✓
Sustainability and Social Impact Engage in Sustainability workshops to spearhead global CSR projects, forging connections with organisations for hands-on learning experiences.		✓		✓
Agile Methodology Embrace Agile principles to accelerate product development, emphasising communication, collaboration, and accountability for results-driven projects. Includes ICP Certification.		✓		✓
Career Coaching Enhance your career progression through personalized coaching, refining your personal brand, overcoming obstacles, and charting a roadmap for success.		✓		✓
Thesis Final Project Apply learned skills in a thesis project, fostering critical thinking and practical application to explore career-relevant topics in depth.	✓		✓	✓
Capstone Project or Elective Modules Opt for a Group Capstone project to launch a business idea or delve into elective modules to explore diverse interests and expanding your knowledge base.		✓ Capstone and Electives are required		✓
ECTS Credits	60 ECTS	90 ECTS	90 ECTS	120 ECTS
Government Recognition	Spanish Título Propio	Spanish Título Propio	French Official Degree	French Official Degree
Duration	1 Year	1 - 1.5 Year(s)	1 Year	1.5 - 2 Years
Total Tuition Fee	10,500€	14,500€	15,100€	20,100€

*Keyce Academy – College de Paris pathway available from Spring 2025.

BEYOND THE CLASSROOM

Explore diverse extra-curricular activities, industry visits and learning expeditions offered during the programme: ESEI Talks, TEDxESEISchoolBarcelona, Women in Sports, visits to N26, Travel Perk, Semrush, Oracle NetSuite, SAP, Tripadvisor, Microsoft, Salesforce, and more. Engage in enriching experiences, study trips to Dublin, Madrid, Valencia, and Malaga, and learn from leading global companies and international organisations.

(Activities and company visits may vary each year. Extra costs related to visits, such as accommodation and transportation, are not included in tuition.)

ADMISSION REQUIREMENTS

- 1/ Bachelor Degree and Transcripts
- 4/ Updated C.V
- 2/ Proof of English Proficiency
- 5/ One Reference Letter
- 3/ Impact Statement
- 6/ Copy of ID / Passport

Additional Requirements may apply for UCAM or Keyce Academy - College de Paris Degrees

[MORE INFO HERE](#)



I had the opportunity to work at a start-up as an intern while at ESEI. This gave me direct contact with the business world, and that's how I landed my current job! I now work daily with all the skills I learnt at ESEI.

MATTIA PERASSOLO
ESEI Alumni & Campaign Strategist and Team Lead at LinkedIn