

MSc

Programmes in Management

Master in Marketing Management

2015/2016

www.esade.edu/msc



WHY AN ESADE MSc?

ESADE's Masters in Science are designed for exceptionally talented young people looking to embark on a successful professional career, creating the basis for great things to come in the future. The combination of the prestige of ESADE, the unparalleled experience on our multicultural campus and in the bustling Mediterranean business city that is Barcelona, makes ESADE the perfect atmosphere to develop your potential.

1 Amongst the world's best.

Since opening its doors in 1958, ESADE has continued to grow and increase international recognition as a world leader in management education.

- **3rd Business School** in Europe
Financial Times 2013
- **2nd in the World**, Master in Finance
Financial Times 2014
- **5th in the World** CEMS Master in International Management
Financial Times 2014
- **6th in the World** for Master in Management Programmes
Financial Times 2014
- **Marketing category ranked 2nd** by Financial Times, within Masters in Management ranking.

2 Diversity.

51 nationalities represented on our MSc Programmes to create one of the most global experiences you will ever have.

3 Hands on learning.

Our MSc programmes are a chance for you to test out all that you learn about the business world by doing, thanks to our practically-oriented methodology.

4 Barcelona.

Take full advantage of your MSc experience in this entrepreneurial, cosmopolitan and innovative city.

5 Career oriented.

90% of our Master in Marketing Management students were in employment within 3 months of graduation.

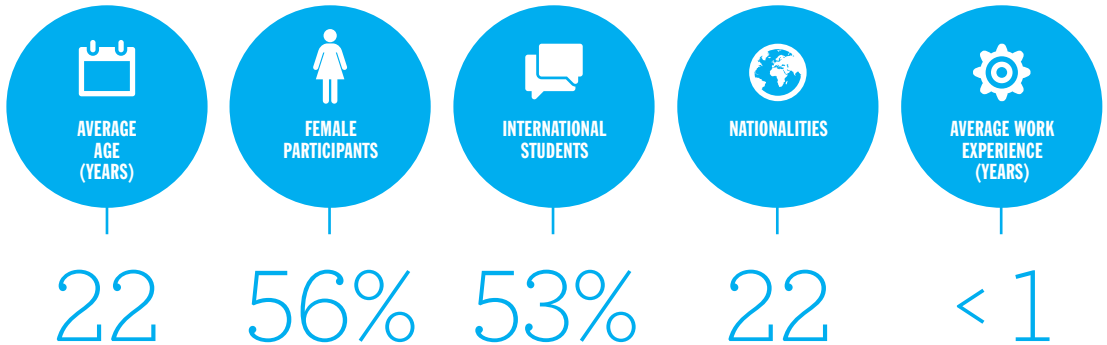




WANT TO MEET YOUR CLASSMATES?

We pride ourselves on the diversity of our Masters in Management and our student body as a whole; we consistently have some 51 nationalities across our MSc programmes, and a combined 70 nationalities in conjunction with the international BBA and MBA programmes. This diversity is also apparent in academic background, meaning that our teamwork-based programmes are a real 360° learning experience.

CLASS OF 2015



ISA MOLL, PHD
ACADEMIC DIRECTOR
 Master in Marketing Management

"The ESADE MSc in Marketing Management is your passport to a rewarding career in any company you may dream of. Marketing is not only a must in every company and every industry, but it's also an incredibly broad field that offers innumerable opportunities to specialise. Challenging, flexible, and designed to take you wherever you most want to go, the programme gives professionals like you the tools you need to progress. It's unique because of the optional high specialisation offered. The destination is up to you"



DORALICE BELLI
ITALY
 Class of 2014

"The fact that I can specialise from start to finish in this programme was a deal breaker for me. Every project is tailor-made to enable me to reach the goals that I set at the beginning of my Master in Marketing Management and to respond perfectly to what companies are looking for. The tools are all here at ESADE, my job is choosing where I want them to take me!"



THE GLOBAL MARKET AT YOUR FINGERTIPS!

Brand Management, Communication, eCommerce, technology, sport and fashion – Marketing Management can take you in the direction you choose. Barcelona, as the home of Barcelona Football Club, Mango, Desigual, and the city of choice for the headquarters of numerous global technology companies, this is the perfect location to focus on your field of interest.

OBJECTIVES

ESADE's Master in Marketing Management is designed to help you thrive in the ultra-competitive and multicultural marketing workplace.

You will quickly grasp the ability to envisage and implement sophisticated strategies in complex market

environments whilst benefiting from ESADE's focus on teamwork. Working with classmates from diverse ethnic backgrounds and cultures and integrating CSR values and communications technology, guarantees that you will emerge well-prepared for the arena of international business.

PROGRAMME

SEPTEMBER-DECEMBER 2015

TERM 1

- Strategic brand management.
- Marketing research.
- Go-to-market strategies.
- Business in Society.
- Decisions in Marketing.

JANUARY 2016

STUDY TOUR & SKILLS SEMINAR

- **Study Tour**
Experience a different culture during an intensive week abroad at one of the world's leading universities.

FEBRUARY-APRIL 2016

TERM 2

- Consumer-centric marketing.
- International marketing strategies.
- Marketing in Digital Media.
- Strategic Sales Management.
- Post-Digital Communications.

FALL CAREER FORUM (OCTOBER)

WINTER CAREER FORUM (FEBRUARY)

SPECIALISED TRACKS

COMPULSORY BASIC SPANISH CLASSES (FOR THOSE WITH LITTLE OR NO PRIOR KNOWLEDGE OF SPANISH)

OPTIONAL FRENCH, GERMAN AND ADVANCED SPANISH (AVAILABLE FOR STUDENTS WITH BASIC KNOWLEDGE OF SPANISH)

CLUSTER SPECIALISATION*

The programme offers you the opportunity to specialise in marketing in sports, fashion or ecommerce and technology and make the most of ESADE's location in the dynamic city of Barcelona, a global benchmark in all three areas.

Field work and specific seminars are integrated into the generic curriculum, allowing you to customize your itinerary for the whole academic year. Choosing a cluster specialisation means that:

- Your projects within at least one compulsory course will be related to the specific cluster.
- A minimum of 2 electives will be related to your specific cluster.
- The Gateway Seminar (compulsory) will give you further insight into your chosen cluster area.
- Your Master Project will also be related to your cluster.

MARKETING FUNCTIONAL SPECIALISATION*

This optional specialisation is designed to guide your choice of elective courses/ seminars and master project topic depending on your area of interest within the field of marketing. You will be able to choose from one of three fields:

- Brand/ Communication
- Sales
- Research/ Consulting

PROFESSION IN ACTION (PIA)

PiA is a voluntary activity designed for those aiming to develop a career in Brand Management and Communication.

This exclusive activity offers a 360° view of marketing roles within different markets and companies and an insight into the daily responsibilities of marketing professionals on company visits in both Barcelona and Madrid. Participating companies as of January 2014 include Nestlé, Unilever, Telefónica, L'Oréal, Mahou/ San Miguel, La Caixa, Milward Brown and Ajuntament de Barcelona.

CEMS MIM

ESADE is one of the founders and the only Spanish member of this international strategic alliance of 29 of the world's top schools. Extend your studies by a year, including a 10-week internship abroad, and make this an incredible international experience.

DOUBLE DEGREES

ESADE students enrolled on any of our MSc programmes may opt to spend a whole second year in one of our prestigious partner schools around the world and achieve an official title from both institutions.

**Both cluster and marketing functional specialisations are optional and can be integrated into the programme, meaning that no extra workload is required. The two can be done simultaneously and students will be awarded with a certificate on completion.*

APRIL - JUNE 2016

TERM 3 ELECTIVES

The wide range of electives offered during this term will allow students to tailor the programme to suit their individual career aspirations. There are a number of electives specifically focused on different marketing fields, and a large variety of 'free' electives for those with clear objectives in a specific area. Check the complete list on our website.

JUNE - SEPTEMBER 2016

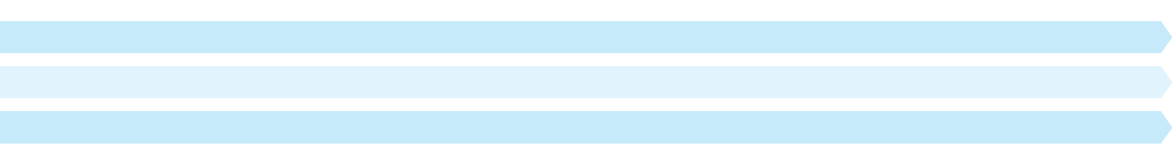
SUMMER TERM MASTER PROJECT /INTERNSHIP

You can choose between three different formats:

- **Master Thesis** - aimed at demonstrating your research abilities.
- **Business Creation Project** - aimed at preparing and launching a student new venture project.
- **In-company Business Project** - based on a professional internship or company project.

OCT. - NOV. 2016

MASTER PROJECT DEFENSE & GRADUATION





CAREER SERVICES

An MSc from ESADE enables you to start your career with the skills and knowledge today's recruiters look for in their future leaders. The integration between your MSc programme and the corporate world is facilitated by the career services team enabling you to perfect your brand. Our team of Corporate Partners and Career Managers have a broad and international experience and are knowledgeable across sectors and functions relevant to your aspirations.

We offer:

Advising: individual support to help you pursue your career strategies and achieve your goals. The career management team work with you to develop your career plan and hone your strengths.

Training: seminars and workshops ensure you have the skills needed to implement successfully a career search strategy from application to interview preparation to finally negotiating the job offer.

Career Events: a twice yearly Career Forum attracting international recruiters, is an effective way of connecting

with the sector and role you may be considering. Throughout the academic year, corporate presentations, case competitions and sector insights give you the edge when it comes to entering a competitive selection process.

Resources: Career Portal, Vault, Wet Feet, Going Global, and Interview Stream are platforms available to you from the day you arrive. Career Portal is used by companies to post their internships and job vacancies to ESADE's community.

PLACEMENT REPORT (GRADUATING CLASS OF 2013)

90%

Students employed 3 months after graduation

AVERAGE STARTING SALARY:

Spain: €27,464

International: €40,776

MAXIMUM STARTING SALARY:

Spain: €35,000

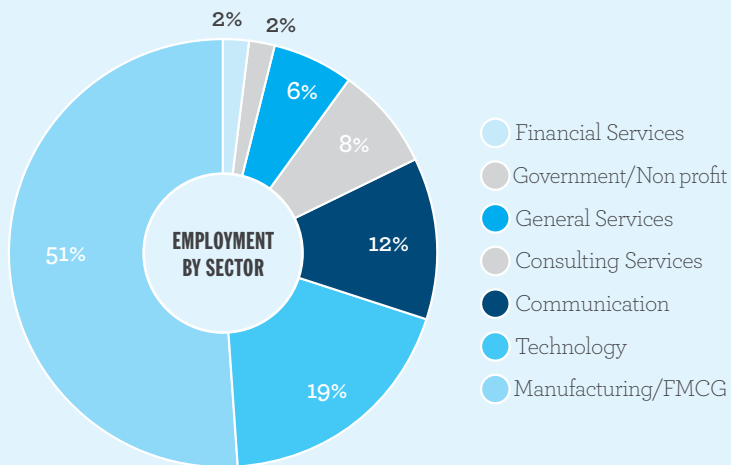
International: €52,000

GEOGRAPHICAL MOBILITY:

54%

International students

62% secured a job offer outside Spain



SOME OF THE COMPANIES RECRUITING AT ESADE MSC IN 2013:

Allianz SE / AstraZeneca / Bacardi / Bain & Co / Banco Sabadell / Barclays / BCG / Bearing Point / Bertelsmann / BNP Paribas / Burger King / Capgemini / Chanel / Christian Dior Couture / Citi / Coca Cola / Coty Astor / Credit Suisse / DANONE / Deloitte / Desigual / Deutsche Bank / Deutsche Telekom / EY / Goldman Sachs / Google / J.P. Morgan / Lancôme / L'Oréal / Mango / Massimo Dutti / McKinsey & Co / Mondelez / Nestlé / Nomura International PLC / Pepsico / Philip Morris / Philips / Procter & Gamble / PwC / Reckitt Benckiser / Red Bull GmbH / Rocket Internet / Samsung / SEAT / Siemens Management Consulting / Société Generale / Sony Music Entertainment Germany / Tommy Hilfiger / UBS / Vodafone / Volkswagen Audi / Wrigley / ZS Associates / Zurich Insurance



READY TO TAKE THE FIRST STEP?

WHERE?

Campus Barcelona - Sant Cugat

FORMAT

One year, Full Time. Option of extending for a further year, either by studying the prestigious CEMS degree or a Double Degree of one of our top global partner schools.

LANGUAGES

All our classes are taught through English, with the possibility to study a number of electives in Spanish.

Students with little or no prior knowledge of Spanish will take mandatory language lessons throughout the MSc, and for those with a conversational level, there will be optional language classes available in Spanish, German and French.

TUITION FEES

MSc: €25,800

MSc + CEMS: €33,800

MSc + Double Degree: €33,800

FINANCIAL AID

ESADE has many options to help you finance your MSc programme. Depending on your individual needs, there is a scholarship to suit you, or a loan we can offer you to help manage the cost of study.

BASIC REQUIREMENTS & DOCUMENTATION

- Bachelor's Degree
 - University Transcripts & Degree (if available)
- Proficiency in English
 - Certificate of Language Proficiency (taken in the last two years). Level tests accepted with minimum scores TOEFL 100+, IELTS 7.0+, CAE B+, CPE C+, PTE Academic 72+
- GMAT or GRE score
- Other documentation: CV/Résumé, two letters of recommendation, photocopy of passport (not ID).

Apply online at www.esade.edu/onlinemsc

DOUBLE DEGREE APPLICATION PROCESS

Apply for the Double Degree during your admissions process for the MSc programme to be guaranteed a place on one of our Double Degree programmes. The school you will attend will be assigned to you during the year depending on your academic results.

MANAGEMENT IMMERSION PROGRAMME

If you don't already have a background in management, don't worry! Our Management Immersion Programme will get you up to speed in a short 2 weeks over the summer!



OUR OTHER MSc PROGRAMMES

MASTER IN INNOVATION & ENTREPRENEURSHIP

- Experience real-life business case through the Internship Innovation Project (I2P)
- Opportunity to study a Double Degree at Aalto University in Helsinki, Finland.
- ESADE's entrepreneurial campus is home to the EGarage, Accelerator and ESADE Creapolis Innovation Centre.

MASTER IN FINANCE

- Ranked 2nd in the World.
- Partnered with the Chartered Financial Accountant (CFA) authorities, allowing you train for the CFA exams at ESADE.
- Affiliated with Bloomberg Finance.
- Access to top international banking and consulting recruiters on campus.

MASTER IN INTERNATIONAL MANAGEMENT

- MIM programme ranked 6th in the world. Financial Times.
- Ranked 3rd by Financial Times for job international mobility.
- Highlighted as number six in the world for career progression.

CEMS MIM

- Ranked 5th in the world by Financial Times.
- CEMS: a global affiliation of only the top 29 management schools in the world.
- ESADE is the only CEMS founding partner school in Spain.
- CEMS has an alliance with more than 60 corporate partners.
- Studied in conjunction with one of ESADE MSc programmes.

Campus Barcelona - Sant Cugat

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