

MASTER IN MARKETING MANAGEMENT [MIM]



55 + years

training global professionals in marketing, management, and technology

Founded in 1965 with the mission to train professionals who could respond to the changing needs of business and society, from an ethical point of view. Our strong links with the business world have made it easier for us to link teaching with the reality of business, providing all our programs with the flexibility that enables students to leave our classrooms qualified to face the current challenges of modern organisations with real possibilities of success, and to be the driving force for change in these organisations.

For more than five decades, we have been producing innovative programs, taught by qualified teaching staff with an excellent academic profile, proven teaching experience and recognised professional careers. In addition, we promote a large number of activities where relevant business members are actively involved: conferences, forums, masterclasses, practice days, etc.



62,000+ Alumni



11 Campuses in Spain
and strategic alliances
on 5 continents



Agreements with
125+ universities



Top positions in
business rankings

The quality of our courses is backed by national and international accreditation and certification:



Rankings and Recognition

[Ranked among the best]

Leading national and international media, as well as other prestigious institutions, have recognised the quality of ESIC's courses, rewarding its leadership and placing it at the forefront of multiple rankings.

Forbes

1	1	1	1
Spain New Graduates and young professionals	Spain Senior Management	Spain MBA	Spain Executive Programs

ELMUNDO

1	1	3	4
Spain Marketing	Spain Foreign Trade	Spain Human Resources	Spain Advertising and Communication

Bloomberg Businessweek

23
Europe Business School



12	34	34	34	50
Europe Logistics	Europe MBA Executive	Europe Business Analytics	Europe Marketing	Europe Management

51	64	51
Europe MBA	Europe Finance	Global MBA speciality in Marketing



40	87
Global Business School	Global Business School



5	19
Global Widest selection of courses in the areas of Marketing, Technology and Sales	Global Business School

37	41	47	49	85
Global Executive MBA	Global Management	Global Marketing	Global Finance	Global Business School



4	24
Global Finance	Global MBA

30	41
Global Business School	Global Executive MBA

1	5
Latin America Online Digital Marketing	Latin America Online Training Centre

5
Latin America Digital Innovation



2	2	2	57
Spain Most reputable company in the Education Sector.	Spain University and Business School with the greatest capacity to attract and retain talent.	Spain University and Business School in Accountability and Corporate Governance	Spain Eduardo Gómez Martín, Director General of ESIC, Business Leader

MASTER'S DEGREE IN

MARKETING MANAGEMENT [MIM]

OBJECTIVE OF THE MASTER'S DEGREE

A unique and innovative program in the field of International Business, grounded on the experience of ESIC as a leader in Marketing education in Europe. The Master in Marketing Management (MIM) is considered among the top graduate programs in Marketing in the world, internationally accredited by AMBA and the EFMD. Following the revolutionary, transformative learning approach to actual cases gives you a distinct competitive edge for your future professional development based on academic knowledge and practical orientation. In this context, the program aims at providing a complete understanding of the critical processes and considerations involved in marketing management, evaluating, designing, developing, and implementing strategies in marketing while strengthening your ability to face and solve complex challenges in an increasingly globalized environment.

AIMED AT

- > Graduates with up to 3 years of working experience. The program intends to set the basis for participants, in the mid-term, to make the transition into strategic management, in particular in the area of marketing.
- > Marketers who wish to develop or reinforce their careers with a deep approach to the strategic level, both in a national and international context, and acquire a top-level professional profile within the marketing industry.

An innovative, academically sound, practice-driven, and marketing-focused program, reflecting the current challenges of the marketplace.

PERSONAL SKILL

See objectives

The main objective of the **MIM** is for participants to gain the key skills and knowledge to evaluate, design, develop, and implement strategies while strengthening their ability to face and solve complex challenges in an increasingly globalized marketing environment, providing a complete understanding of the critical processes and considerations involved in marketing management.



EXIT PROFILE

By completing the MIM, participants will gain the key skills and knowledge to evaluate, design, develop, and implement strategies while strengthening their ability to face and solve complex challenges in an increasingly globalized marketing environment, providing a complete understanding of the critical processes and considerations involved in marketing management. In this context, the program has embedded a straightforward international approach enriched with the latest trends and developments in digital marketing; two pillars represent the foundations for tomorrow's marketing leaders. The MIM is considered among the top graduate programs in Marketing globally.



Three unique features to empower the participants' professional development

The International Experience

Once finished the lecturing period, students may follow 120 hours at their choice according to the university of destination in one of our partners worldwide.

Participants get the chance to reinforce their marketing skills choosing one of the following 2 Study Tours:

› The Study Tour in China

1 week at Southwestern University of Finance and Economics (SWUFE) in Chengdu, China + 1 week in Shanghai University (SHU) in Shanghai, China.

› 2 Weeks in HEC Montréal: the future of business

The first business school founded in Canada in 1907, HEC Montréal holds the three most prestigious accreditation in its field, which confirms the excellence and quality of its training and research: AACSB (Association to Advance Collegiate Schools of Business), EQUIS (European Quality Improvement System) and AMBA (Association of MBA's).

HEC Montréal emphasizes international exchanges, quality of language teaching and technological skills development.

The School occupies a prominent place on the Business Schools international scene with:

- > More than 15,180 students, 27% are international students from 144 countries.
- > An active network of more than 100,800 active alumni across all continents.
- > 300 tenured professors, teaching in over 100 study programs, from BBA to Ph.D.
- > Partnerships with 167 universities and business schools in 45 countries.

In its century-long history, the School has established an enduring tradition of cutting-edge thinking in fields ranging from teaching, research and international initiatives to executive programs for middle and top managers.

*Places subject to availability and destinations subject to change.

*Registration fee is included in the program. Flights, accommodation, and extra expenses (travel visa) are not included.

*Candidates subject to CIM approval. It does not lead to CIM certification but is a preparatory unit for the exam.

¿WHY MIM?

OBJECTIVES:



Understand and master core concepts and methods in the marketing discipline and their application in business practice, providing the student with a source of competitive advantage to master a wide range of marketing areas facing any market situation.



Function effectively in diverse contexts, creating local or international value for stakeholders by building local or global brands with sustainable economic, social and financial value.



Frame business activities and decisions in ethical and human values to become a future leader as a person and as a professional.



Communicate effectively in business and other settings to define and implement the strategic and operative Marketing Plan elements that build a differential positioning and reputation for the Brand.



DIFFERENTIATING FACTORS:



BUSINESS AND ENTREPRENEURIAL ENVIRONMENT



INTERNATIONAL BUSINESS EXPERIENCE IN CHINA OR CANADA



ACCREDITED BY EFMD AND AMBA



3 PATHWAYS TO CUSTOMIZE THE PROGRAM WITH INTERNATIONAL EXPERIENCE, INTERNSHIPS AND PROJECTS



CROSS-CULTURAL EXPERIENCE



STRATEGY AND OPERATIONS DESIGNED

Focused on training directors, not only managers.



"POWER TO CHOOSE"

Sessions can be followed face to face or online, at student discretion.



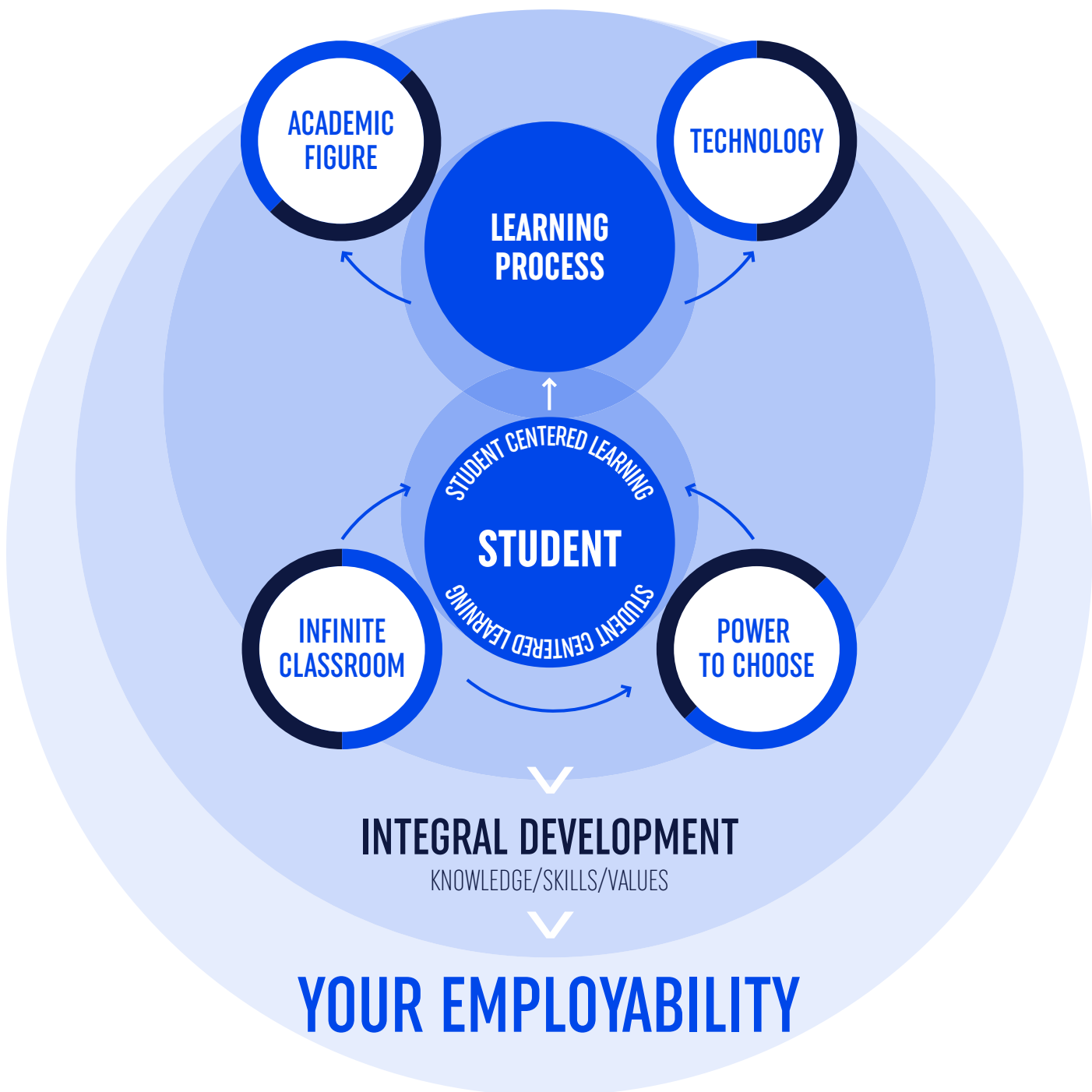
PREPARATION FOR THE CHARTERED INSTITUTE OF MARKETING DIPLOMA (OPTIONAL)

* It does not lead to CIM certification but is a preparatory unit for the exam.

TRANSFORMATIVE LEARNING

Welcome to the educational methodology inspired by the real world.

ESIC's own methodology pursues your professional and personal development and guarantees you the same experience and academic excellence within a double scenario, physical and digital. Mixed and flexible learning in permanent training.











METHODOLOGY

Transformative Learning by ESIC

is a new training ecosystem that pursues the professional and personal development of students within the highest standards of academic and teaching quality and constant interaction between students, teaching staff, the business world and other areas and services of the School.

What does it consist of?

-  Asynchronous support materials, videos, readings, etc.
-  Synchronous online sessions
-  Self-assessment
-  Case studies and role-plays
-  Tutorial support and feedback
-  Practical and experiential activities
-  Assessment system combining demonstration of individual and group achievements
-  Tutored final project



ACADEMIC STRUCTURE

The MIM is a 60 credit master's degree, for which students will be required to study the following:

1

MANAGEMENT SUBJECTS

- Business strategy in global environments
- Business as a global and ethical citizen
- Conscious leadership
- Persuasive communication
- Innovation in a disruptive world
- Critical thinking and the art of decision-making

2

SPECIALIZATION SUBJECTS

Category subjects

- Finance for marketing management: creating stakeholder value
- Feeling and listening to the market
- Strategic marketing
- Digital Metamorphosis: The Technology Factor

Specific subjects

- Economics for marketers
- Consumer behaviour
- Marketing Mix
- Commercial Management
- Marketing & sales planning
- Brand Management
- World market workshops
- Omnichannel
- Business Study Tour

3

OPTIONAL SUBJECTS

Subjects and training activities that complement the student's curricular experience:

Courses, international study tours, business experiences, advanced programs in management tools for certification preparation, etc.

4

FINAL PROJECT

Business plan or marketing plan for an existing business or product launch. This project aims to take participants onto the next stage of professional development while helping them grow from a behavioural perspective.

Total of
60
Credits

1 MANAGEMENT SUBJECTS

BUSINESS STRATEGY IN GLOBAL ENVIRONMENTS

Current organizations and environments require an adaptative leadership not just in the external facts but in the managers' profile as well. Within this framework communication abilities are more and more important in globalized and multicultural environments. Students will learn their leadership style and how to apply it in different circumstances. They will learn how to use and apply fundamental structures and elements to deliver clear and attractive messages approaching communication with confidence. They will also learn how to deal with uncertain situations, questions or confrontational issues.

BUSINESS AS A GLOBAL AND ETHICAL CITIZEN

The aim of this subject is for the student to acquire the competencies and knowledge taking the decisions in an ethical way, with social corporate responsibility and the different stakeholders in a global and multicultural environment. Apply high standards of respect for human values and cultural diversity. Develop competencies to measure the economic impact of decisions when taken or even when not taken.

CONSCIOUS LEADERSHIP

The current environment and organizations require adaptive leadership that considers not only external aspects but also the manager's personal profile. Communication, and listening skills (feedback) are increasingly important in the plural, multicultural and globalized environments. During this course, students will learn to know their leadership style and how to exercise it in different environments. Likewise, they must know and use the fundamental elements and structures to build clear messages that allow them to approach communication with more confidence and know how to effectively manage situations of doubt, questions or confrontation.

PERSUASIVE COMMUNICATION

The current context modifies the way we communicate and interact, the diversity of people we address, as well as the means we use to transmit messages, share, influence and achieve our purpose, highlight the importance of becoming aware of our communication style and impact, being key to know the tools and methodologies that make us more flexible in order to adapt to any situation and interlocutors without losing impact.

INNOVATION IN A DISRUPTIVE WORLD

The unit focuses on the generation and improvement of business opportunities thinking "out of the box" Innovation will be the centre of value creation in the present disruptive environment.

CRITICAL THINKING AND THE ART OF DECISION-MAKING

This unit helps the student to differentiate the problems in order to identify decisions with major impact in business minimizing efforts, costs and time. This unit gives the tools to identify those problems differentiating the ones related to business/money from the ones related to personal/organizational issues. It develops technical abilities for decision making with limited or complex information.

2 SPECIALIZATION SUBJECTS

Category subjects

FINANCE FOR MARKETING MANAGEMENT: CREATING STAKEHOLDER VALUE

Financing of assets/companies and different investment strategies to maintain growth. Critical analysis of key financial elements either generating value or being a risk either are domestic or international level. Fintech elements as part of the financial markets.

FEELING AND LISTENING TO THE MARKET

Listening to and feeling the market is a fundamental competence of today's organizations. It has always been important, but increasingly the needs of customers evolve more quickly. Think about the current context, can you identify any aspects that are impacting consumer expectations and behaviours?

I'm sure you will have no difficulty in identifying some, as these days, we are experiencing one of the biggest transformations and changes in our lifestyles globally. But beyond Covid19 or any other structural change affecting society, there are also countless small evolutions that are changing customers' needs, expectations, and behaviours.

Companies that want to differentiate themselves from their competitors and achieve consumer preference must be attentive to these changes and have the tools and methodologies to identify them and react quickly and accurately.

Listening to and feeling the market is the set of techniques, instruments and methodologies that will allow us to understand and react to customer needs in an agile way, and adapt our marketing strategies based on the insights obtained.

STRATEGIC MARKETING

This subject will allow students to approach the marketing strategy under an integrative, results-oriented approach that clearly inspires the formulation of operational and tactical initiatives of the elements of the marketing mix and of the segmentation and positioning sections. Finally, attention will be paid to the configuration of the total marketing plan, integrating in a special way everything related to the digital field.

DIGITAL METAMORPHOSIS: THE TECHNOLOGY FACTOR

The most innovative companies use emerging technologies - Artificial Intelligence, the Internet of Things, Blockchain, among others - as well as data and agile methodologies to develop new products and services, business models and customer experiences. These companies have digitally transformed themselves by making data the engine of their operations and achieving strong competitive advantages that can lead to major disruptions in markets and profound changes in the industry. However, technology is a very important element in this process, but it is not enough. Success lies fundamentally in the proper formulation of strategic intent and not on individual technologies, as well as in the ability to digitally reinvent the business, supported by leaders who foster a culture capable of changing and inventing the new, of taking risks and of properly managing talent. This subject explores how strategies can be improved through the introduction of new technologies, the knowledge of these, the use of data for decision making, the organisational and cultural change that companies must face in order to guarantee success in this digital metamorphosis that for some companies could mean their disappearance.



2 SPECIALIZATION SUBJECTS

Specific subjects

ECONOMICS FOR MARKETEERS

Due to two substantial factors, the traditional economic model macro-micro has changed significantly. On the one hand, the fourth industrial revolution associated with digitalization, robotics, and artificial intelligence has caused a substantial change in how markets and the economy work. On the other hand, other elements such as global warming, The drop of fossil energies to encourage new clean energies, and the ageing of the population will provoke recent essential changes in the economy, such as the new monetary policies.

CONSUMER BEHAVIOUR

This module aims to introduce students to the fundamental principles of consumer behaviour. They can develop an excellent long-lasting knowledge that they can apply regardless of the behaviour to create an excellent stable understanding that they can use regardless of the geography or category they work in.

MARKETING MIX

The marketing mix course will offer students tools and approaches to define customer targets and identify their needs, develop appropriate marketing strategies, and ensure the effective use of resources and the profitability of marketing campaigns.

COMMERCIAL MANAGEMENT

Depending on the business relationship (B2B/C), the sales approach will be different. No matter how good it is what you offer to the market, you will always need to have a minimum of commercial skills to sell it. Considering that, nowadays, the market it is already saturated with, in most cases, more offer than demand, the ability to approach on the right way to your customer, will make the difference between you and your competitor. During this module, we will focus on the main and commonly forgotten tips to get a successful business and loyal customer, going the extra mile with those students who want to lead the future of sales.

MARKETING & SALES PLANNING

Practical focus on the concept and development of marketing and sales planning. Students will experiment with the planning process from the first stages of identifying the need for planning, the operations to be carried out, the timing of marketing actions, and the sales budget. The process continues with the definition, follow-up, and control of KPIs and concludes with the forecast of corrective actions.

BRAND MANAGEMENT

This subject focuses on branding as an essential management tool to align what companies want stakeholders to think about them with what stakeholders feel about the company. The unit will also cover the activities of Customer Relationship Management (CRM), as a powerful method and set of tools to develop and keep the relationship needed to bring the brand to life, and topics such as Customer Experience, an extremely relevant driver for customer satisfaction nowadays.

WORLD MARKET WORKSHOPS

The world markets workshops aim at offering a critical view of current events, trends, and possible scenarios in the most relevant and influential markets in today's business environment. The workshops also intend to create a space for sharing experiences and first-hand insights between guests and participants.

OMNICHANNELS

The purpose of this course is to analyze and assess the design and management of Omnichannel strategies covering all touchpoints: physical retail, web, social media, and mobile/apps. Special attention will be paid to transactional, experience, and information touchpoints with consumers. Students will be able to review an Omnichannel strategy by assessing the process of designing, managing, and improving continuous cross-channel communication with consumers that companies use to improve customer experience.

BUSINESS STUDY TOUR

The objective of the BST is to enhance the knowledge of the international environment from a marketing and strategic perspective:

- > Leveraging the accumulated experience of HEC at the practical level (social business models already implemented, AI, Tech Start-ups projects, exploring innovative ideas...).
- > Focusing on a multicultural approach from another location, keeping the perspective of the role of human and ethical values in business.
- > Attending to seminars and lectures, and facing business cases, delivered by leading professionals in the Marketing field.
- > Exchanging /sharing critical thinking among HEC and MIM students during your stay.
- > Visiting some enterprises to personally see their day-a-day running and enrich your cross-functional view of organizations and companies.
- > Evaluating your learning experience at the end of the program.



3 OPTIONAL SUBJECTS

Subjects or activities are freely chosen by the student to personalise a part of their master's degree and thus complete their skill development. Students can choose subjects related or unrelated to their discipline, experience studying abroad, or prepare for a certification.

It will be possible to take the eligible courses in English or Spanish and select the ones that are of most interest to the students, regardless of the category of the program they are taking. There are two levels for each eligible subject; an essential level or an advanced level, which will depend on the content of the program.

Eligible subjects supplement what is learned on the courses: here students will be able to choose between 3 options:

- Optional Subjects per category

MANAGEMENT	<ul style="list-style-type: none"> Management & Investment on financial assets The Start Up journey Re & Upskilling: boost your professional efficiency The journey to develop a global business
MARKETING	<ul style="list-style-type: none"> Digital Marketing Marketing Automation for Operating Marketing Purpose Branding Sales 4.0: new digital models
TECHNOLOGY	<ul style="list-style-type: none"> Essential cybersecurity for non-technical Executives Essential Big Data and IA for non-technical Executives Internet of Value (Technologies for non-technical Executives) Business 4.0: Process Automation (RPA)

- Subjects to prepare for certification*

Students can choose between:

	Category	Language
Google tools for decision making (Google Tools)	Marketing	ES/ENG
Software for Smart Marketing (Hubspot Software Marketing)	Marketing	ES/ENG
Advanced Marketing (CIM - Chartered Institute of Marketing)	Marketing	ENG
Advanced Client Management (Salesforce Administrator)	Marketing	ES/ENG
Scrum in practice (Professional Scrum Master Certification -PSM)	Management	ES/ENG
People Analytics (Certificate Program)	Management	ES/ENG

*This does not include exam fees for any certification, or individual CIM tutoring.

4 FINAL PROJECT

Business plan or marketing plan for an existing business or product launch. This project aims to take participants onto the next stage of professional development while helping them grow from a behavioural perspective. The project aims to enable students to:

Individual project

- > Apply knowledge and understand complex and newly emerging strategic management issues.
- > Develop an original piece of applied research supported by accurate data and a given research methodology.
- > Utilize creative and innovative approaches to implement measurable improvements in management practice.
- > Make sound and informed judgments and decisions on important complex ethical and professional issues.
- > Demonstrate the relationship between theory and professional practice, challenging the relevance and appropriateness of literature in the context of strategic management issues and challenges.
- > Demonstrate effective and innovative leadership in the context of strategic management problems, influencing and supporting key stakeholders in the process.
- > Utilize a significant range of appropriate literature, resources, and innovative study techniques.
- > Present a compelling argument with originality and creativity, which is feasible and viable.
- > Demonstrate an ability to deal with the complex and the unexpected in a sound and professional manner, based on established principles laid down in theory.

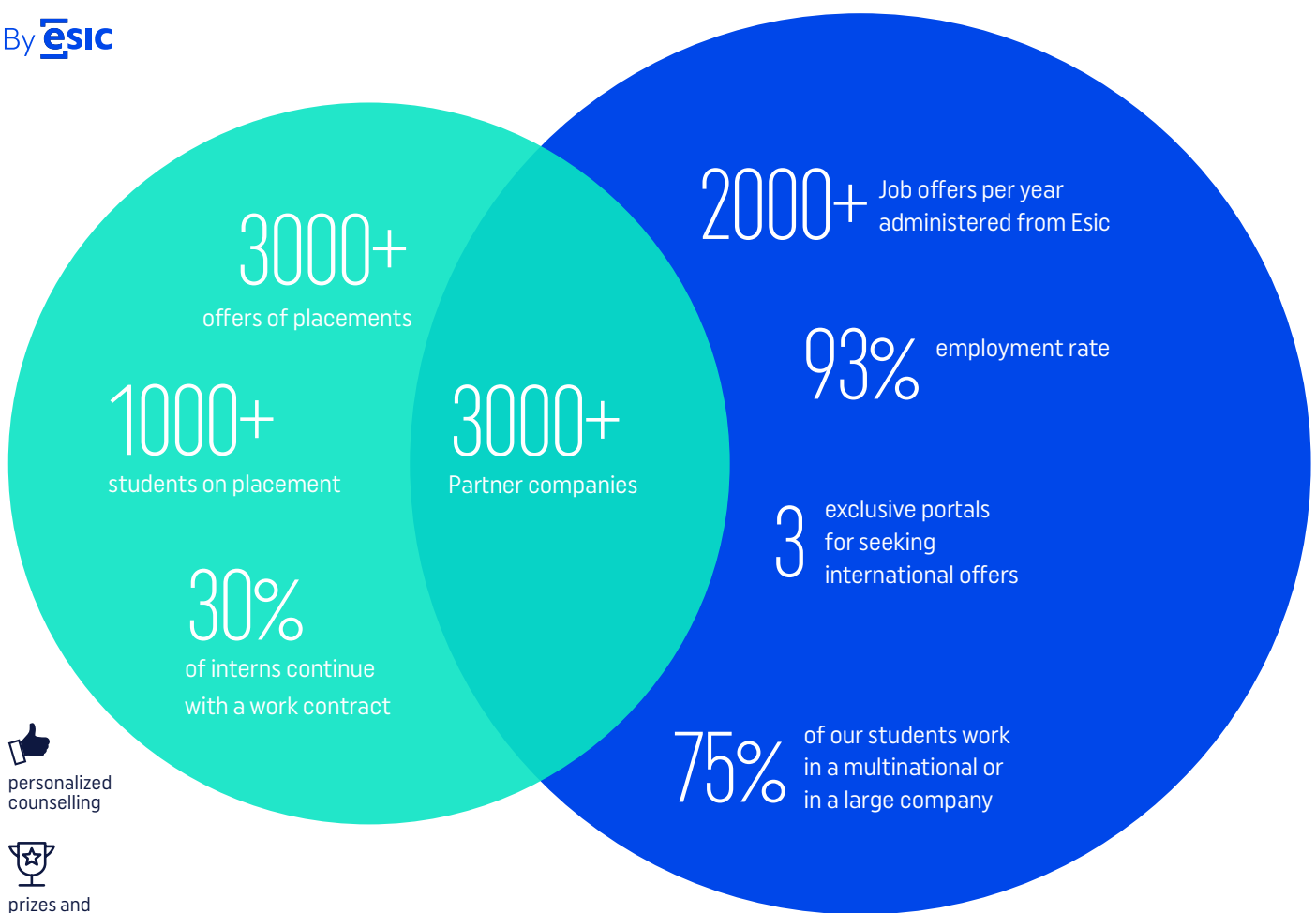


WE PREPARE YOU TO WORK IN THE WORLD'S TOP COMPANIES



WORK PLACEMENTS

We encourage student internships in companies, facilitating the application of their theoretical and practical knowledge through work placements.



personalized counselling

prizes and competitions for entrepreneurs

workshops

talks and encounters with entrepreneurs

incubator of ideas

networking among entrepreneurs

investor forums

ENTREPRENEURS

ESIC Business and Marketing School generates, fosters and integrates actions for encouraging entrepreneurship, by providing support and training. It runs programs and activities in the area of creating a business to support our students' business initiatives and to contribute to their consolidation.

PROFESSIONAL CAREERS

Throughout your entire career, our unit of professional careers (UDP) we train you and advise you on questions of employability supporting, supporting you in the search for opportunities through access to an exclusive employability portal and the organization of job fairs and hiring events.

ESIC LANGUAGES

[global professionals]

ESIC Languages was conceived to provide an enjoyable, interesting, useful experience that will allow you to achieve goals in international communication in the professional, academic or personal sphere.

ESIC Languages is accredited for administering and assessing the main internationally-recognized examinations: TOEFL, TOEIC, Cambridge General English and, Cambridge Business English Certificates (BEC). In addition, we teach in other languages, such as German, French, Chinese and, Spanish as a Foreign Language (accredited by the Instituto Cervantes).

Preparation Centre and Authorized Examination Centre



Full-year courses

Custom-made programs

Programs for specific purposes

Intensives

Our present is bilingual, multicultural and global...
and so are our students.

International pathways



We have many destinations where you will be able to complete your learning

INTERNATIONAL DEVELOPMENT

[global + multicultural]

We reinforce our educational program with the possibility of complementing your chosen course of studies with an international experience. We have international collaboration agreements and exchange programs with:



40+ receiving countries



agreements with 125+ universities



500+ students

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