

“We can only see a short distance ahead,
but we can see plenty there that needs to be done.”

Alan Turing (1912-1954)



Digital Marketing

QUICK FACTS

Format: Blended*

Intake: January

Profile: Professional and Executive

Locations: Silicon Valley, Online, Madrid

WEB: www.ie.edu/digital-marketing

Language: English

Duration: 6 months**

* Combines face-to-face and online interactive periods

** In addition to IE's Core Global MBA+ or Executive MBA+

An exclusive experience.
It's your choice



Global **MBA+** }
Executive **MBA+** }



The Global MBA+ and the Executive MBA+ are two part-time programs designed to be compatible with professional activity. Their curricula combine the well-rounded content of an MBA from IE Business School with the depth of a Specialized Program. Their customization options let you tailor the program to your professional needs and personal circumstances.

+networking +specialization +opportunities

+ Digital Marketing



+Digital Marketing is the Specialized Program that completes the solid foundation in general business knowledge previously acquired during the Core MBA+ experience at IE. The option of studying the Specialized Program as an independent program is only available to IE Business School MBA alumni.

The +Digital Marketing Specialized Program prepares admitted students for many challenges, making them more valuable to their organizations and helps them to grow both professionally and personally, allowing them to reach their full potential.

...if your profile is Executive MBA+

Face-to-face Biweekly

Blended

...if your profile is Global MBA+

Blended

Blended²

CORE MBA PROGRAM

The Core MBA Period is offered in English and Spanish



MODULE

+Digital Marketing

● English

Intakes
(Choose one)

Nov

Apr

Nov, Mar

Nov



The Specialized Program starts in January and is offered in the Blended format.





INDUSTRY INTRODUCTION

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 be radically challenged. People spend less time watching TV and reading newspapers each day and instead communicate through the use of mobile phones, watch videos on YouTube, look at photos in Flickr and exchange information through social networks.

Digital tools help companies increase their exposure to consumers who are actively seeking a product or service, making it much more effective than other forms of advertising. It is without a doubt the future of efficient commercialization.

“ Technology, internet, mobile and social networks have changed the way brands interact with their customers. Also, the natural evolution of traditional advertising budgets to digital advertising has created a demand for qualified professionals who think creatively and use digital tools to measure and capitalize on opportunities that digital marketing brings. ”

Alberto Gebunan

Professor of Mobile Marketing, IE Business School

CEO, Mobile Dreams Factory

+ Digital Marketing

KEY BENEFITS

- Various sectors of Digital Business covered: mobile marketing, e-commerce, digital marketing audit, social media and brand awareness among others.
- Market brought directly to learning process via company visits, conferences with experienced industry professionals and face-to-face periods in Silicon Valley and Madrid.
- Case-study method analysis, leadership workshops and world-awareness seminars.
- Global networking with students and alumni from more than 100 countries.
- Focus on entrepreneurship: visits to business incubators, IE Venture Lab, support with start-ups.

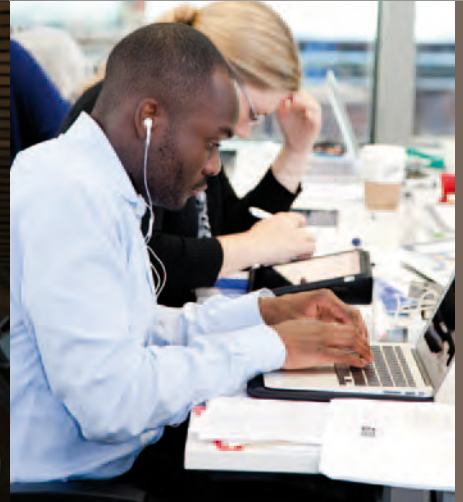


CAREER IMPROVEMENT

Past graduates have been elected to join top-companies (including UBS, SupersonicAds, Unilever, Shackleton Buzz & Pres, L'Oréal, LG Electronics among many others), or started their own projects. Furthermore, Career Management Center at IE provides lifelong training and advice to multiply career advancement opportunities. The services provided by CMC include job bank platform, on-campus Career Fair hosting over 120 top companies, Curriculum Vitae Compilation book sent to recruiters and Career Education among others.

AIMED AT...

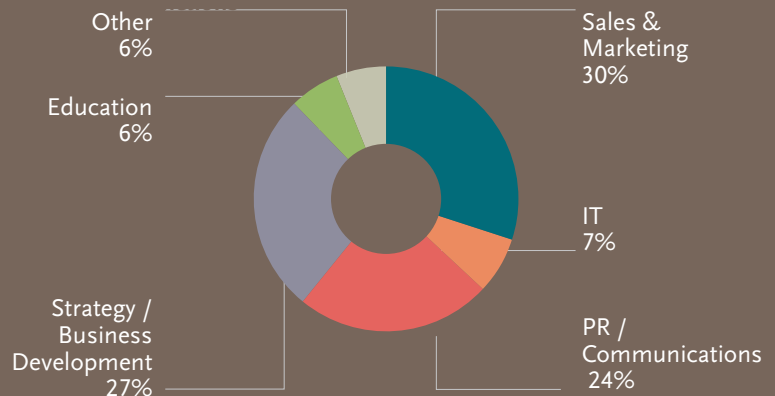
The Specialized Program +Digital Marketing is designed for driven and experienced professionals eager to acquire new digital business concepts whilst reinforcing their management and leadership skills. Furthermore, the program is ideal for entrepreneurs engaged in, or who are planning to create their own projects in the digital space.



CLASS PROFILE

Nationalities

American, Australian, Argentinean, Belgian, British, Bulgarian, Colombian, Costa Rican, German, Indian, Italian, French, Mexican, Pakistani, Russian, Slovak, South African, Spanish, Swiss, Venezuelan.



PROGRAM STRUCTURE

Global MBA+ or
Executive MBA+

+ Digital Marketing

9 -11 months

6 months

CORE PROGRAM



January

1 week in
Silicon Valley

Interactive
online period

1 week in
Madrid

Videoconferences, Web Straight Input Conferences held by High Level Speakers.

RESIDENTIAL WEEKS

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

Students will take assessment tests and present and defend their business plans which consolidate the work covered over the entire program. One of the face-to-face periods will be held in Silicon Valley during which admitted students will be immersed in the world of Digital Marketing, both in terms of leading edge companies today as well as Venture Capital. During visits to the world's most influential enterprises, admitted students will have the opportunity to interact and network with top executives, while learning about the latest challenges and opportunities in digital marketing.



SPECIALIZED COURSES

Introduction to Digital Marketing

Market Research & Consumer Behavior

Social Media Optimization

Entrepreneurship

Ecommerce Strategy

Digital Marketing: Metrics, Analysis and Evaluation

Digital Advertising: SEO (Search Engine Optimization), SEM (Search Engine Marketing) and Display Advertising

Integrated Marketing Communications

Mobile Marketing

Usability and Design

Digital Product Innovation

Global Leadership Workshop

Please note that some program content may be subject to change.



BLENDED EXPERIENCE

IE's blended methodology consists of combining intense short face-to-face periods with interactive online periods, allowing cross-cultural teams to work on global projects regardless of their geographic location. The virtual campus, through which the contents of the program are being delivered, runs actively 24/7. Complementing the online forum discussions, participants work with a variety of digital distance learning tools, from video conferencing and instant messenger to online documents VOIP.



Watch the video!

ADMISSIONS PROCESS

We are looking for candidates with managerial experience, strong academic ability and people skills. If you think that the +Digital Marketing Program is right for you, start your online application at www.ie.edu/app. The admission to the +Digital Marketing module is integrated in the definite admission to the Executive MBA+ or Global MBA+ programs.

If the language of the +Module and differs from the chosen Core MBA, language proficiency must be demonstrated during the admission interview. Candidates also might be asked to provide TOEFL (or similar exam) results. Alumni that have previously acquired an MBA degree with IE and wish to take +Digital Marketing as an add-on module must submit their updated CV and carry out an interview with a member of the Admissions Committee.

FACULTY

The Specialized Program +Digital Marketing 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, who know how to help students develop their 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.

Enrique Dans

Professor of Introduction and Trends in Online Marketing.

One of the world top experts on Digital Business. 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, specializing in Information Systems, Anderson School, UCLA, USA; an MBA from IE Business School; and has pursued post-doctoral studies at Harvard Business School, USA.

Alberto Bebanan

Professor of Emerging Media & Mobile Marketing. CEO Mobile Dreams Factory, Venezuela
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). 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.

David Gracia

Professor of Campaign Management.
Director of Innovation BBVA

Marc Michel

Professor of Operations Management in Advertising.
CEO- GTO Europe

GUEST SPEAKERS (Previous years)

Kathryn Schlieben

MSN Product Specialist EMEA, London

Jon Slade

Global Online and Strategic Advertising Sales Director
FT.com

Scott Seaborn

Head of Mobile Technologies - Ogilvy Group UK

Alex Meisl

Chairman, Sponge Ltd

Paul Frampton

Managing Director of MPG in London

Kristof Fahy

Vice President of Marketing for Europe in Yahoo

Ken McGaffin

Director and co-founder of Wordtracker



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