

# Master in Marketing Management

## Accelerate your global marketing career

Marketing is evolving – and there has never been a better time to work in the field. As old paradigms are destroyed, new opportunities are created.

Get ready to seize them.

## What will you learn?

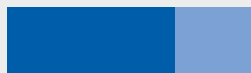
- How to manage marketing functions effectively and creatively, demonstrating a high degree of flexibility and adaptability to changing environments.
- How to research, analyze and synthesize in a way that fosters critical thought and supports informed decision-making.
- How to build a systemic vision of the organization and the complexity of its local and global context – and communicate this vision to teams, clients, and other stakeholders.
- How to develop the sensitivity and specialized knowledge to solve marketing challenges.

## Career opportunities after the program

Graduates of this program pursue dynamic careers in roles such as Brand Manager, Product Manager, Marketing Consultant, Lifecycle Manager, Online Marketing Manager, and Research Analyst, among others. These positions span across industries and offer pathways to leadership, including advancement to the C-suite. Top international companies actively recruit Esade graduates, including L'Oréal, Amazon, Nike, Nestlé, and Accenture, drawn by their strategic thinking, hands-on skills, and global perspective.

### CLASS PROFILE

23 Average age



79% Women



21% Men



34 Nationalities

|                   |                               |
|-------------------|-------------------------------|
| 43% Europe        | 22% Spain                     |
| 11% Asia          | 10% Latin America & Caribbean |
| 10% North America | 3% Middle East                |
| 1% Africa         |                               |

#### Academic background

|                           |                     |
|---------------------------|---------------------|
| 52% Business & Management | 24% Social Sciences |
| 14% Economics             | 2% Law              |
| 2% Science and healthcare | 1% Technology       |
| 5% Others                 |                     |

### PLACEMENT

96%

Students employed after 3 months

43%

Found a job outside their home country

#### Placement by sector:



33% Technology

26% FMCG

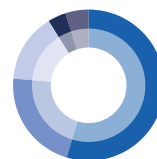
18% Other

15% Consulting services

4% Retail

4% Education

#### Placement by function:



55% Marketing/Sales

22% General Management

15% Consulting

4% Human Resources

4% Other

# Esade Difference

## 1. Specialization

Customize your MSc program.

Focus on the function and/or sector of your choice and fast-track your career.

### SPECIALIZE BY SECTOR

Choose one of the following Cluster Concentration Tracks:

- E-commerce and technology
- Fashion
- Sports
- Healthcare

### SPECIALIZE BY FUNCTION

Choose one of the following Marketing Functional-Immersion Tracks:

- Brand / Communication
- Research / Consulting
- Sales
- Analytics for Marketing

## 2. Profession in Action

Experience the day-to-day responsibilities of top marketers in multinationals such as Nestlé, L'Oréal, Mediapro, Desigual and Kantar with the Profession in Action activity. Take a deep dive into the dynamics of different professional roles and positions. See for yourself how marketers work with diverse organisations and their partner ecosystems. The immersive, week-long Profession in Action is a unique opportunity to learn from the best.

## 3. Hands-On Learning: Brand Audit

Your chance to show top companies, such as Converse, Unilever, Tesla and Samsung, what you can do. Working in a small team, you'll receive an in-depth briefing from company managers on a brand-management challenge that they are facing. It's up to you to propose a strategic solution that will work. This 100% practical project lets you put theory into practice, for real.

## 4. Job Opportunities

The Esade Master in Marketing Management puts you in pole position to start your career.

You'll graduate with the solid understanding of marketing strategy, the specialist knowledge, the hands-on skills and the global outlook that top international recruiters want.



## PROGRAM OVERVIEW

**SUMMER PERIOD**  
Business Integration Path

### TERM 1

#### CREATING VALUE

- Brand-Driven Strategic Management
- Business in Society
- Digital Marketing
- Marketing Strategy (intensive course)
- Understanding and Influencing Customers

Study Tours & Skills Seminars

### TERM 2

#### DELIVERING AND CAPTURING VALUE

- Marketing Analytics in the Digital Era
- Conscientious Marketing and MarTech Ethical Challenges
- Innovation and Marketing of New Products
- Monetization: Mastering the Journey from Customers to Cash
- Social Media Analytics

### TERM 3

#### ELECTIVES

The wide range of electives offered during this term will allow you to tailor the program to your specific career goals.

**2nd Year Options (not compulsory),  
CEMS or Double Degree**

“Through immersive programs and hands-on company projects, I have gained direct exposure to real-world challenges and practical business environments. Access to such relevant experiences has been invaluable and has further fueled my motivation to grow both personally and professionally.”

**Camila Schweinfurth**

Msc in Marketing management  
Class of 2025