



MASTER IN  
**DIGITAL  
MARKETING**

**MDM\_**



# MDM



Master in  
**Digital  
Marketing**

Training the professionals demanded by the business community for more than 50 years: this has been, and will continue to be, our mission as educators.

## Leading in business and marketing training

We are one of the leading business schools in Spain, with an experience of over fifty years training business and marketing professionals. We strive to incentivize, promote, and maintain a direct relationship with the business environment in order to provide you with a practical academic training which focuses on the needs of the labor market. We offer training with values, to engage successfully as a highly qualified professional with excellent command and knowledge of the latest trends.



**66,000+**  
Alumni



**5 AREAS:**  
Undergraduate Degree  
Graduate  
Executive Education  
Publishing House  
Language School



**12** Campuses  
in Spain  
and strategic  
alliances in  
**4** continents



Agreements with  
**125+**  
universities

ESIC is a member of AACSB International—the Association to Advance Collegiate Schools of Business.

The quality of our programs is endorsed by national and international accreditations and certifications:



ESIC systematically appears in most well-known international rankings of business education. This provides an external and objective recognition of the School's training quality over the last 50+ years.

## Latest positions in rankings:



### Bloomberg Business Week ranking of Best Business Schools 2017

ESIC's International MBA (IMBA) appears in the 27th position among International MBAs.



### Poets & Quants 2017

ESIC has been recognized as the 61st best business school in the world delivering International MBA programs within the new edition of the "International MBA programs 2017" ranking. Among European business schools, ESIC is ranked in the 34th position.



### QS Global 250 Business Schools 2017

ESIC's EMBA appears in this ranking of the top 100 MBAs in the world, occupying the 29th position in Europe.



### QS Return on Investment 2015

ESIC's MBAs stand out among 46 European MBA programs in this ranking; they appear in the top position in two of the six categories, 'employment within 3 months of graduation' and 'shortest payback period'. They also appear within the top 15 in most of the categories, and first in Spain in all areas except two in which it appears second and third. Details of key categories follow:

- Employed within 3 months of graduation, position 1
- Shortest payback period, position 1
- 10-year Return on Investment, position 8
- 20-year Return on Investment, position 8
- Fostering entrepreneurship, position 11
- Salary uplift, position 15



### America Economia MBA Global 2017

ESIC's MBAs appear 18th in the ranking of the best 49 programs for Latin American students.



### CNN Expansion Ranking of the top international MBA programs 2018

The MBAs from ESIC are included in the elite of 71 international programs, occupying the 42nd position in MBA.



### Merco Talent & Companies report 2017

ESIC appears in the 3rd position in education among the 5 most renowned Spanish Business Schools in the 2017 version of this ranking which measures the reputation and talent development of companies. In the same ranking, ESIC appears in the 72th position among the top 100 companies with the strongest reputation in Spain (2017).



### U-Multirank 2017/18

ESIC is positioned 29th among 492 higher education institutions for Graduate Business Studies in the world.



### Youth Incorporated Global B-School Rankings 2017

ESIC is ranked within the top 100 MBAs in the world, and more importantly within the top 50 for Marketing (Master in Marketing Management, MIM), Finance (Master in Finance, MDF), and for the Executive MBA (EMBA). MDF y Executive MBA, EMBA.



### El Mundo 2017 ranking of graduate programs

ESIC's Master in Marketing, Master in Advertising and Public Relations, Master in Human Resources and Organizational Development, and Master in International Trade & Business have been ranked in the top positions of their categories by El Mundo since 2012.

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ORACLE



# ICEMD, digital natives

It has been over **20 years now**, from the very moment the digital world took its first timid steps, that ESIC Business & Marketing School intuited the immense possibilities in, and the enormity of, the revolution that was before us. And it decided to lead, through ICEMD.

That is why ICEMD – ESIC's Institute of the Digital Economy – is much more than a commitment to the training in all the skills and capacities necessary in the digital environment.

The central axis of the Digital Transformation of Organizations resides in the interaction between digital technologies, digital management and digital marketing. The key to success is in knowing how to manage the impact of this interaction on the stakeholders of a company, on the company's processes and on its business model. The training provided by ICEMD, ESIC Business & Marketing School's Institute of the Digital Economy, covers all the skills and capacities that students, professionals, executives and entrepreneurs will need to confidently implement the digital transformation of their organizations.

More than **2,500 students are trained each year at the Institute**. They are the ones who truly make ICEMD today, the **largest source of digital talent in Spain** and they are also, with their acquired know-how, the ones who are the protagonists in a changing world that is shaking the very foundations of everything learned up to now. This is one of the reasons we have become a reference in Europe in the field of digital education and one of the principal institutions to which organizations come to select their specialized professionals.

Certainly a consequence of all this are the **more than 500 professionals, all of them renowned experts in their fields and an active part of the aforementioned digital transformation, who teach in the more than 100 face-to-face, online or in-company training courses**.

Over these past 20+ years we have seen and contributed to a change in the world of business, the economy and communications. Our aim is to continue playing an active role and being an engine vis-à-vis this exciting challenge by placing in the market professionals who can turn their companies into machines that are perfectly connected to and aligned with the challenges and possibilities of the digital ecosystem.

ICEMD – The Institute for the Digital Economy of ESIC Business & Marketing School – is the only institute in Spain certified to award its students with Pan-European Industry qualifications granted by FEDMA (Federation of European Data Driven Marketing) in Brussels. We are certified to award Pan European Certificates and Diplomas in Digital Marketing, Digital Business, Relationship Marketing, Customer Experience Management and Customer Service Management.

**We were digital natives; now we can be whatever need to be, come what may.**



# Master in Digital Marketing

The Master in Digital Marketing is one of the first digital marketing trainings in Europe. This practice-driven programme provides participants with the necessary skills and knowledge to become a highly competitive professional in any marketing and business environment.

The MDM delivers a practical understanding of the key pillars around the implementation of a digital marketing strategy and how an effective strategic vision can bring significant value to a company. By managing and analyzing data participants develop, throughout the programme, a clear solid performance during the decision-making and problem-solving process.

A further objective of this program is to create the opportunity of learning and working with like-minded professionals, networking, and developing cross-cultural awareness. Graduates from the MDM are equipped with a global vision and enough capabilities to become future online marketing managers and executives at national or international companies.

## Madrid and Barcelona

Spain is home to seven of the FT Global 500 companies and six of the Euro Stoxx 50. In addition, the country offers the opportunity to develop and strengthen business links with China and Latin America thanks to its close relationship with these regions. Madrid and Barcelona are cosmopolitan cities of great cultural and historical interest. They are also among of Europe's most important cities and major business and financial centre.



## Objetives



**Learn, integrate, apply and critically evaluate** core concepts and tools in the digital marketing discipline to develop innovative strategies in order to address current and emerging business problems, as well as key analytical methods to design, implement and optimize digital marketing strategies.

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**Develop a holistic view** of the digital marketing discipline and its applications in the company; also, learn to critically assess digital marketing aspects of local and global business contexts as an input on current and emerging business decisions.

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**Develop the skills to critically assess your own and team performances** and propose strategies for improvement; develop the skills to operate in different social and cultural environments.

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**Recognise the role of human and ethical values in business;** develop action plans that demonstrate awareness of broader trends and demonstrate written communication skills essential in business and other settings.

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**Demonstrate effective use of the communication skills** that are essential in business and other settings as well as determine effective use of inter-personal skills and the drive to work independently needed in business and other settings.

# MDM

# Structure of the Program

## Two unique options to strengthen the participants' professional development

Participants should choose between one of the following two options\* to complement their professional development:

### The International Business Experience in London

The International Business Experience strengthens participants' academic and professional development by enriching their profile with first-hand contact with the British business, university, and sociocultural environments while supporting the development of an international network. CIM - The Chartered Institute of Marketing - is the leading international professional marketing body and it is located in London, the world's most international city and one of Europe's centers of innovation. The trip, which lasts around four days, includes visits to British international companies, seminars, and conferences from British businesswomen/men and lecturers; as well as meetings with peers to explore joint opportunities and visits to cultural and historic sites. The program will help you dive in to innovation using a real-world challenge, generate ideas in collaboration with others and build prototypes that lead to business solutions; as well as, provide you with a global international approach with in-depth experience in the British business marketplace.

### The Professional Graduate Studies Diploma

Upon the successful completion of a complementary program and corresponding examinations, participants will also receive the "Level 7 Professional Graduate Studies Diploma in Marketing" from the Chartered Institute of Marketing (CIM, [www.cim.ac.uk](http://www.cim.ac.uk)), the world's largest organization of professional marketers with over 40,000 members worldwide. It is a unique combination of a marketing degree plus a professional qualification and gives graduates a distinct competitive edge for their future professional development based on both academic knowledge and practical orientation. Level 7 Professional Graduate Studies Diploma in Marketing is a challenging, high-level marketing qualification and it is recognised at Master's level equivalent by the Scottish Credit and Qualifications Framework and the Open University in the UK, using the UK higher education benchmarks. The Professional Graduate Studies Diploma in Marketing is also recognised in the European Union by the European Qualifications Framework.

(\*) Included in the fees, unless the two options are chosen together for which extra fees apply.

## Modules

Digital marketing strategy in a digitalized world

Web & Mobile Marketing across environments: SEO & ASO

SEM & Lead Generation media

Global and local social media

Media Planning & Creativity

eCommerce

Core Units	Intra & Entrepreneurship Workshops	World Market Workshops	Personal Skills Workshops	
<ul style="list-style-type: none"> <li>• Integrated Digital Marketing Strategy</li> <li>• Digital consumer behaviour across cultures</li> <li>• Architecture and web design in different environments</li> <li>• Search engine optimization (SEO) - Languages, territories and habits</li> <li>• Web Analytics</li> <li>• Global SEM, performance metrics and analysis</li> <li>• Lead Generation and Nurturing</li> <li>• Social Media strategy and online reputation across cultures</li> <li>• Global and local Social Media Application</li> <li>• Global Display, performance metrics &amp; analysis</li> <li>• Creative Digital Media</li> <li>• eCommerce Strategy</li> <li>• Creation and development of ecommerce across borders</li> </ul>	<p>Digital business model</p> <hr/> <p>Digital entrepreneurship generation</p> <hr/> <p>Agile project management</p> <hr/> <p>International marketing (in international contexts)</p> <hr/> <p>Growth hacking</p> <hr/> <p>Positioning and APPs monetization</p>	<p>Europe</p> <hr/> <p>Asia</p> <hr/> <p>North America</p> <hr/> <p>Latin America</p> <hr/> <p>Africa and India</p> <hr/> <p>Emerging Themes</p>	<p>Cross-cultural awareness and negotiation</p> <hr/> <p>Developing effective managers</p> <hr/> <p>Empowering Creative Thinking</p>	<p><b>Final Project MDM</b></p> <p>At the end of the program, different pathways to customize your experience To complete the program you can choose among:</p> <ul style="list-style-type: none"> <li>• Digital business plan (16000 words)</li> <li>• Digital marketing plan (8000 words) + semester abroad, or (around 100 possible destinations within ESIC's partners)</li> <li>• Digital marketing plan (8000 words) + 6-month internship/ project in a company (subject to availability)</li> </ul>

# The MDM at a Glance



## Diplomas awarded upon completion

“Master in Digital Marketing” from ESIC  
Business & Marketing School.

“European Diploma in Digital  
Marketing” from FEDMA - Federation of  
European Direct & Interactive  
Marketing.



## Teaching methods

Student-centered learning guided by  
educators, tutors, and mentors to  
understand, practice, reflect, and  
apply both subject-specific knowledge  
and transferable skills. The aim is to  
create a virtuous cycle of  
action-feedback-analysis-action for  
participants. All teaching is delivered in  
English.



## Individual Final project

The final project gives participants the  
opportunity to apply the knowledge and  
experience acquired during the program.

There are three options:

- A full business plan
- A marketing plan + a semester abroad  
in one of ESIC's partner institutions
- A marketing plan + 6-month  
internship/project in a company\*

\*(the latter subject to availability for  
non-Spanish speakers).



## Student profile

Professionals and graduates from different disciplines  
who aim to work as digital (marketing) managers in  
international contexts.

Entrepreneurs intending to work in digital and  
international markets. And all those interested in  
learning how to manage an international digital  
business successfully.



### Further double degree options

After completing the MDM you can continue your studies for one year in Shanghai and receive the MBA degree from Shanghai University.



### Average class profile

26 years average age.  
Represented in the MDM across the years, including Chinese, Russian, Indian, Venezuelan, Kazakhstan, Mexican, Spanish, Moroccan, French, Lebanese, German, Italian, among others.



### Virtual classroom

E-learning platform. Includes:

- Academic information: programmed sessions, dates and time.
  - Attendance record
  - Pre-session documentation
- Lecturers' in-class & extra material
  - Class & Faculty chat
- Webconference: Webinar and Online sessions (if applicable)
  - Pending tasks alerts
  - Additional resources



### Real projects for companies

Modules include the development of a project for a company carried out in groups and presented to the firm as part of the assessment. There are 6 projects throughout the program.



# MDM

## Program Director & Faculty Members

Selected profiles of faculty members  
Master in DIGITAL MARKETING [MDM]

The faculty members in this program combine a crafted balance between academic background and practitioner experience. They have proven professional experience with more than five years in senior management positions (in academia and/or in a major company).



**Professional**  
experience



**500+ Digital Marketing**  
Professionals



**Master and**  
Doctorate qualified



**International**  
Experience



## MDM - Program Director

### Jose Luis Ferrero

#### Marketing Communications and eCommerce Digital Senior Manager, Philips

PDD, IESE; Master in Marketing and Sales Management, ESIC; Bachelor Degree in Economics, University of Valencia; Marketing Communications and eCommerce Digital Senior Manager, Philips Lighting; Vicepresident, CDCE.

### Raul Arrabales

PhD in Science and Computer Technology, Universidad Carlos III; MBA, Escuela de Organización Industrial; Bachelor Degree in Computer Engineering, Universidad Carlos III; Analytics Senior Manager, Accenture; former Solution Manager, Analytics & Insights, Altran.

### Michael de Jose Belzunce

PhD in Economics and Business, European University of Madrid; PDD, IESE; Master in Auditing, Camara de Comercio de Madrid; Master in Financial Management, CESEM; Bachelor Degree in Business Administration, ICADE; Bachelor Degree in Law, Universidad de Deusto; Director of Information Technology and Chief Digital Officer, Grupo Leche Pascual; Digital Learning Pills, Co-founder & CEO.

### Alan Butt Philip

PhD in Philosophy, Politics and Economics, Oxford University; Bachelor Degree in Philosophy, Politics and Economics, Oxford University; Former special adviser to the House of Lords Select Committee on the European Communities responsible for regional policy and the structural funds; Honorary Jean Monnet Reader in European integration, University of Bath; Convenor and a trustee, John Stuart Mill Institute.

### Carlos Victor Costa

PhD in Communications, Universidad Complutense de Madrid; Master in Communications, Universidad Complutense de Madrid; Executive MBA in Marketing - PUC-RJ; BA Advertising - UFRJ. Currently Head of Strategic Marketing & Communications - University of Arts London. Previously director at Millward Brown Vermeer; director in consultancies in Spain (TerritorioCreativo, Llorente&Cuenca, Millward Brown) and director of marketing & communications in large organizations in Brazil (Praxair, Petrobras, Dell).

### Olga Fernandez

Master in Abnormal and Health Psychology, and Forensic Psychology, Universidad Complutense. Master in Executive Coaching and Management, IE; Bachelor Degree in Psychology, Richmond International University; former HR Manager, Carrefour.

### Gaston Fornes

PhD in Management, University of Bath; MBA, Universidad Adolfo Ibáñez; Bachelor Degree in Business Administration, Universidad Nacional de Cuyo; Principal Fellow of the UK Higher Education Academy; recipient of the Liupan Mountain Friendship Award by the Ningxia (China) Government and of the "Foreign Expert Award" by the Shanghai Government; Fellow of the London School of Economics. Member of the Board and Chair of International Development ESIC.

### **Santiago Hermosa**

Master in Digital Marketing, ESIC-ICEMD; Degree in Journalism Universidad Complutense de Madrid; Diploma in Database Web Programming by the Bickenhall College of London. Former Project Manager at Electronic Arts UK; former Head of SEO & Social Division at WCRS London; Founder & CEO of dobleO.

### **Justo Hidalgo**

Spanish. PhD in Data Science, University of A Coruña, Spain; MSc Computer Science, Universidad Autónoma de Madrid, Spain; Co-founder and CEO at 24symbols (2010-); Board at Tetuan Valley; Product Innovation, Management and Strategy consultant and instructor at ESIC ICEMD; former VP Product Management and Consulting at Denodo Technologies (Palo Alto, CA) (2004-2011); Treasurer at Internet Society, Spanish Chapter (2003-2007).

### **Jose Martin Diaz**

Spanish. Bachelor in Business Administration and Bachelor in Law, Universidad Pontificia Comillas ICAI-ICADE; Specialized Course in Digital Marketing, ICEMD-ESIC. Head of Digital (Continental Europe) at Iberdrola Clientes. Viceroy Brand Manager; Flor de Esgueva Brand Manager (Lactalis); Carlsberg & Mahou Sin Alcohol Marketing Assistant (Mahou – San Miguel).

### **Andy McDuff**

HND Computer Science & Management Studies; CEO, Conversion Makers; Co-Founder, The Social Ads Company; OMCP and MecLabs Certified Practitioner; former Senior Manager, Amadeus; former Client Director, British Telecom.

### **Sergio Morcillo**

Spanish. Executive Master in Digital Business, ESADE; Advanced Management degree, Instituto de Empresa; Bachelor Degree in Business Administration, in Spain and Denmark; languages and wide experience in eCommerce, Sales, Marketing and project management in multinationals, with deep knowledge of the FMCG and Entertainment Industries; eCommerce & Business Development Manager, 20th Century Fox Home Entertainment; Startup Advisor, Eventeas.com; Marketing & Sales roles, Diageo; L'Oréal Paris and British American Tobacco.

### **Gerardo Mochales**

PhD, Universidad Complutense; PDD, Harvard University; MBA, Kellogg School of Management; Bachelor Degree in Economics and Business Administration, ICADE; Former Marketing, Communication, and Institutional Relations Director at Acciona, and Marketing Director at Coca Cola.

### **Elodie Pradeilles**

Grade de Master, Business Administration and Marketing ISG, Ecole de Commerce. Degree in Marketing, ISG. Managing Director, Infinity Media Solutions. Former Marketing Director, Alain Afflelou Spain and France.

### **David Tomas**

Entrepreneurial Master Program EO, MIT enterprise forum; Bachelor Degree in Engineering, Universidad de Lleida; Co-founder, Cyber click and InboundCycle; Named by IESE and GEW in 2012 one of the most influential entrepreneurs under 40; Business angel on Trip4real, sold to Airbnb; External adviser to Deporvillage; Member of the Board of Directors, aDigital; Author of "The Happiest Company in the World", Empresa Activa (2015).

### **David Villaseca**

Master in Marketing and Sales Management, ESIC; Bachelor Degree in Business Administration & Law, Carlos III University; Global Head of Digital Strategy, BBVA; former Marketing Manager Operations, The Coca Cola Company, Atlanta. USA.



# Possible destinations to complete the studies

(Different options at each destination, see final project)

There are around 100 carefully selected international options for you to personalize your MDM experience.



# Additional Services

## ICEMD Entrepreneurs

ICEMD promotes activities aimed at encouraging entrepreneurial behaviors. These are based on the recognition of the value of business networking and self-employment.

### ICEMD Entrepreneurs' services:



#### Training

Extensive training, designed to discover the stages within the development of a new digital project.



#### Mentoring

Access to ICEMD's pool of talent in the digital economy. Renowned professionals will mentor you through the process of setting up a digital project.



#### Investor Meeting

ICEMD Investor Meeting facilitates access to funding to students and alumni for projects. The business proposals are presented to ICEMD's Entrepreneurship Committee; the outstanding projects will be selected.



#### Networking

Digital entrepreneurship meetings for ICEMD and ESIC's students and alumni that help participants to get first-hand exposure to the challenges and keys in start-ups.



OPPORTUNITIES  
BACKGROUND  
EXPERIENCE  
PEOPLE

The ESIC Alumni network was created in 1972. It aims to maintain, promote, and strengthen professional links among ESIC's graduates and public and private organizations, and support the development and progress of their members and the institutions they belong to.

**There are more than 60,000 former students working in different positions worldwide.**

## LANGUAGES

ESIC Language School offers language training (general and/or business oriented) in French, Chinese, Spanish, and English. The School is an official examination center for the most renowned language examinations like DELE, TOEFL, or Cambridge.



ESIC offers help and support for graduates in their professional development after finishing the program of studies. The Professional Development Unit is responsible for giving advice, services, and related resources to help participants and graduates to meet their career aspirations. This service is available from the moment they enrol in the School until their retirement; i.e. graduates can use the Professional Development Unit during their whole professional life. Every academic year the Professional Development Unit processes more than 2,000 placements/internships and another 3,500 job opportunities.

## Encouraging entrepreneurship

ESIC Entrepreneurship Center provides the environment, facilities, support, and advice for participants to develop their business ideas.

Around 7% of MBA graduates start their own business at graduation which places ESIC in the 1st position in Spain and 11th position in Europe in the creation of companies, according to QS.

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