



# MSc in Marketing & Digital Media



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW



## ESCP Quick Facts

**6** urban  
campuses

### Multi- accredited:

AACSB, EQUIS, EFMD MBA,  
EFMD EMBA

Over **160**  
research-active professors  
representing over  
30 nationalities

### A full portfolio

Bachelor, Masters,  
MBAs, PhDs and  
Executive Education

**6,500**  
students in degree  
programmes representing

**120**  
nationalities

The World's

**1st**

Business School  
(est. 1819)

Over **140**  
academic alliances  
in Europe and the World  
in 47 countries

**5,000**  
high-level participants  
in customized trainings  
and executive education

**60,000**  
active alumni in  
over 150 countries  
in the world

## Programme objectives

The MSc in Marketing and Digital Media aims to equip students with the skills and knowledge to succeed in an international, cutting-edge career in marketing. To do so, the programme focuses on how to apply key strategic marketing aspects in an increasingly digital and globalized world.

The programme includes two full study terms in Madrid, an international seminar, one term in Berlin/London, and one term to focus on your internship and thesis. This is your first step toward a successful and international career!



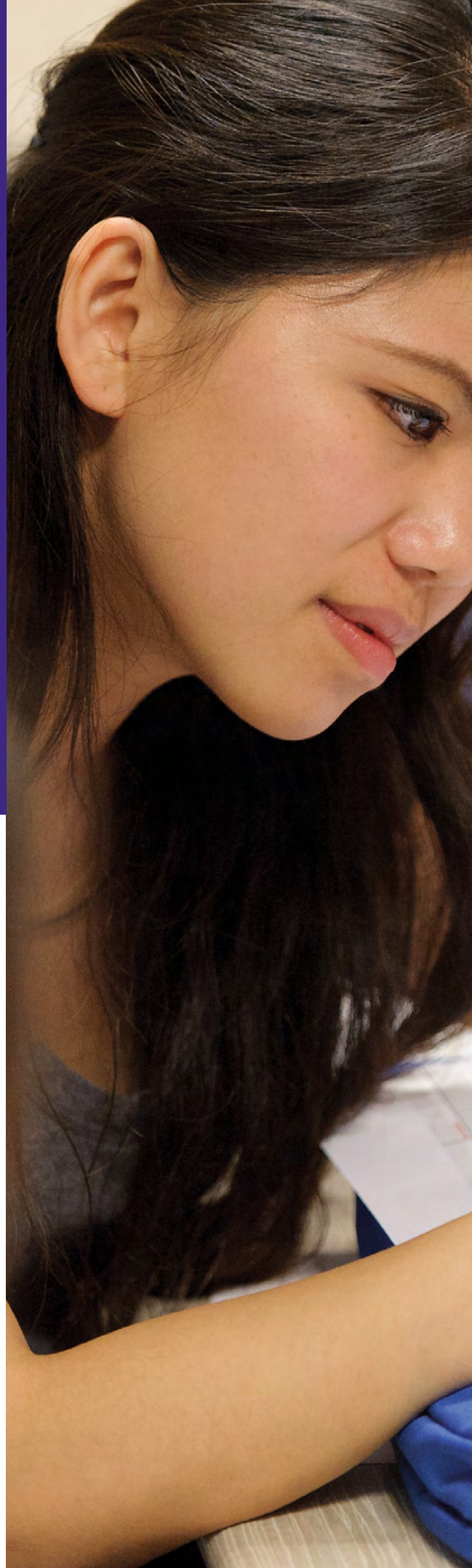
**Prof. Héctor González**

Scientific Director  
PhD in Marketing by the University of Bradford  
School of Management, UK



**Prof. Niko MUÑOZ**

Executive Director  
PhD in Business Administration by ICADE BS  
(Pontifical University of Comillas)





## Key facts

- ⌚ **Duration:** 15 months
- 🗣️ **Language:** English
- 📍 **Study location:** Madrid & London/Berlin
- 🎯 **Go-To-Market Specialization tracks** in London and Berlin
- 🇪🇸 **A Spanish Immersion Course**
- 🌐 **An international seminar** in Silicon Valley, San Francisco
- 📅 **4-month worldwide internship**
- 📄 **A professional Master thesis**
- 📅 **Start:** End of September

## Your curriculum

### Sept-Dec Term 1

#### MADRID

##### Marketing & Digital Strategy

- Introduction to Digital Marketing
- Data and analytics for decision making
- Brand Building
- Strategic Marketing Decisions: Business Game
- Customer Experience (CX)
- Finance for Marketing\*
- Digital Project Management for marketers\*
- Digital Analytics 1: Website design project I
- Digital Analytics 2: Google analytics
- Digital Talks
- Effective Communication
- Master Thesis Seminar

\* Madrid - Live Case Study: L'ORÉAL

### Jan-April Term 2

#### MADRID

##### Marketing Communications

- Communication 360
- Advertising in the digital Age
- Media planning and buying negotiation\*
- Robots and AI in Business\*
- Branded Content
- Creativity in Advertising.
- Social Media Management
- Mobile Strategy
- Pricing & Customer Value
- Research Methods for Marketers
- Digital Analytics 1: Website design project II
- Digital Analytics 3: SEM y SEO
- Digital Analytics 4: Google Adwords

\* Madrid - Live Case Study:  
HAVAS MEDIA and Group M (WPP)

### May-June Term 3

#### LONDON/BERLIN, MADRID

##### London

- Digital Transformation And Entrepreneurship Track
- Digital Fashion And Luxury Track

##### Berlin

- Big Data & Analytics Track

##### Madrid

- Strategic Planning for Consultancy Projects
- International Consulting Project And Closing Seminar

**International trip Silicon Valley, San Francisco**

### July-Dec Term 4

#### PROFESSIONALIZATION

- Master Thesis
- Internship

**TOTAL ECTS: 90**

## 2019 class profile



**80%** Women  
**20%** Men



**96%** International  
Students

## Career opportunities

### ROLES

- Product Manager
- Digital Consultant
- Marketing Project Manager
- Digital Manager

- Digital Account Manager
- CRM Manager
- SEO
- Traffic Management
- Marketing Analytics

- Consultant
- Business Development Manager
- Digital Marketing Expert
- Community Manager

- Acquisition Marketing Manager
- Brand Manager
- e-commerce
- Social Media Strategist

## Testimonial

“ One of the best career moves I made was joining ESCP for the MSc in Marketing and Digital Media. I wanted to work for a tech company, but felt that I lacked knowledge to do so. This master opened so many doors in that respect. I acquired an immense amount of digital knowledge thanks to my professors, who ranged from entrepreneurs to Google Marketing directors and talented academics. Not to mention that you get to do all this in locations such as Madrid, London and San Francisco: 3 vibrant and youthful cities, while being part of a diverse and fun class! If I could go back in time I wouldn't change one thing from this master. ”

**María Luisa Austad D Vasconcelos E Sousa.** MSc Marketing and Digital Media, Madrid & London campus - 2017/18.  
Previous studies: BSc Business Management University of Surrey (3y)  
Current position and company: SMB Account Manager, Facebook EMEA Headquarters

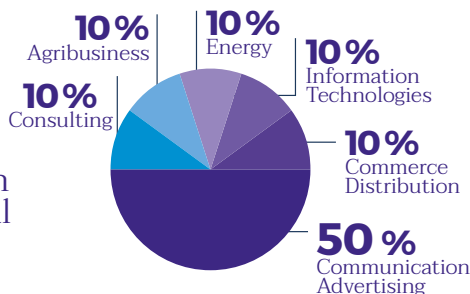
## Job survey

Less than 3 months  
after graduation

**98%** are employed

**€31,000**  
average annual  
salary

**90%** have  
a job with an  
international  
dimension





## Admission requirements

- A Bachelor or Master degree in any field of study  
**Minimum 180 ECTS**
- Advanced English level: C1  
TOEFL IBT: 100  
TOEFL written: 600  
TOEFL computer based: 250  
IELTS: 7
- 12 months of professional or international experience
- Real motivation to join the Master and for a high-level career in this field
- International profile

## 2021 fees

- Application fee: 130 €
- Tuition fees: 20.350 €

*This Master does not lead to an official diploma in Spain (Decree 84/2004 BOCM)*

## How to apply

1



**ONLINE APPLICATION**  
[WWW.ESCP.EU](http://WWW.ESCP.EU)

2



**PROFILE EVALUATION**

3



**ENGLISH TEST**  
TOEFL, TOEIC OR IELTS SCORES

**NUMERICAL & VERBAL TEST**

4



**PERSONAL INTERVIEW**  
IF ELIGIBLE

## Your contact



Johanna Carolina Arias  
[mssc.marketingdigital@escp.eu](mailto:mssc.marketingdigital@escp.eu)  
+34 913 359 244

**Note:** The information contained herein is subject to change.

# MSc in Marketing & Digital Media

ESCP is multi-accredited.



## **BERLIN**

Heubnerweg 8 - 10  
14059 Berlin, Deutschland

## **LONDON**

527 Finchley Road  
London NW3 7BG, United  
Kingdom

## **MADRID**

Arroyofresno 1  
28035 Madrid, España

## **PARIS RÉPUBLIQUE**

79, av. de la République  
75543 Paris Cedex 11, France

## **PARIS MONTPARNASSE**

3, rue Armand Moisant  
75015 Paris, France

## **TURIN**

Corso Unione Sovietica, 218 bis  
10134 Torino, Italia

## **WARSAW**

c/o Kozminski University  
International Relation Office  
57/59 Jagiellońska St.  
03-301 Warsaw, Poland