

MASTER / MBA IN MARKETING AND COMMUNICATION

Elevate your expertise in marketing and communication to the next level!

Embark on an exciting journey into Marketing and Communication alongside seasoned industry experts. Delve into the realms of branding, promotion, and strategic communication, acquiring invaluable practical insights to shape your future career.

Our curriculum covers essential topics like customer relationship management, digital marketing, and big data analytics, ensuring you're equipped with the latest skills demanded by the industry. With hands-on experience and personalised mentorship, you'll be ready to make an immediate impact in marketing, public relations, event management, and more. Start shaping your successful career today in this dynamic field today.



Discover exciting career paths

- Brand Manager
- Product Manager
- Customer Experience (CX) Manager
- Digital Marketing Manager
- Event Marketing Manager
- Public Relations (PR) Specialist
- Data Analyst
- E-commerce Manager
- Events Manager
- Marketing Project Manager
- Content Marketing Strategist
- Communications Manager

100%
Students
Enhanced their
Professional
Profiles

95%
Students
Satisfied with the
ESEI Experience

90%
Students
Found Jobs within
6 months after
graduation

64%
Alumni
Have Management
Positions today



100% IN
ENGLISH



ON-CAMPUS
BARCELONA



OCTOBER/MARCH
INTAKES

Experience our unique curriculum

Tailored Skill Development: Master CRM, brand management, strategic marketing and communications.

Industry-Relevant Curriculum: Stay ahead with digital marketing tech, data analytics, design thinking, and online growth strategies.

Immersive Learning Experiences: Engage with industry professionals for insights through interactive learning walks and guest speakers.

Career Readiness: Build a strong marketing network through project-based learning and business simulations, gearing up for a rewarding career.



ESEI Telephone
+34 934 174 677



Email: info@esei.es
Web: www.eseibusinessschool.com



Location: Ricardo Villa, 8
08017 Barcelona, Spain

SCAN ME!



PROGRAMME PATHWAYS

SELECT A PATHWAY TO START YOUR DEGREE JOURNEY TODAY!

	UCAM CATHOLIC UNIVERSITY OF MURCIA		KEYCE ACADEMY COLLÈGE DE PARIS*	
	Master of Professional Development	International MBA	Master Spécialisé (MS)	MBA International
Degree Type Tailor your degree to your goals. ESEI grants a private degree upon programme completion. To obtain the partner university's degree, you must meet their admission criteria.				
Specialisation Modules Unlock essential skills and knowledge vital for your field with 10 focused 6-week modules, employing a project-based approach for effective learning.	Customer Experience Management, Brand Management, Product And Project Management, Strategic Marketing, Emerging Technologies In Marketing, Strategic Communications Management & PR Design Thinking And Innovation, Online Growth, Events Management & Brand Communication Big Data Analytics And Business Intelligence			
Impact Labs Acquire practical skills for your career journey through Impact Labs, fostering career readiness and professional development.	✓	✓	✓	✓
Professional Development Blend academic learning with a 3-month internship to cultivate practical skills, understand workplace dynamics, and refine professional communication.			✓	✓
Sustainability and Social Impact Engage in Sustainability workshops to spearhead global CSR projects, forging connections with organisations for hands-on learning experiences.		✓		✓
Agile Methodology Embrace Agile principles to accelerate product development, emphasising communication, collaboration, and accountability for results-driven projects. Includes ICP Certification.		✓		✓
Career Coaching Enhance your career progression through personalised coaching, refining your personal brand, overcoming obstacles, and charting a roadmap for success.		✓		✓
Thesis Final Project Apply learned skills in a thesis project, fostering critical thinking and practical application to explore career-relevant topics in depth.	✓		✓	✓
Capstone Project or Elective Modules Opt for a Group Capstone project to launch a business idea or delve into electives modules to explore diverse interests and expanding your knowledge base.		✓ Capstone and Electives are required		✓
ECTS Credits	60 ECTS	90 ECTS	90 ECTS	120 ECTS
Government Recognition	Spanish Título Propio	Spanish Título Propio	French Official Degree	French Official Degree
Duration	1 Year	1 - 1.5 Year(s)	1 Year	1.5 - 2 Years
Total Tuition Fee	10,500€	14,500€	15,100€	20,100€

*Keyce Academy - Collège de Paris pathway available from Spring 2025.

BEYOND THE CLASSROOM

Explore diverse extra-curricular activities, industry visits and learning expeditions offered during the programme: ESEI Talks, TEDxESEISchoolBarcelona, Women in Sports, visits to N26, Travel Perk, Semrush, Oracle NetSuite, SAP, Tripadvisor, Microsoft, Salesforce, and more. Engage in enriching experiences, study trips to Dublin, Madrid, Valencia, and Malaga, and learn from leading global companies and international organisations.

(Activities and company visits may vary each year. Extra costs related to visits, such as accommodation and transportation, are not included in tuition.)

ADMISSION REQUIREMENTS

- 1/ Bachelor Degree and Transcripts
- 2/ Proof of English Proficiency
- 3/ Impact Statement
- 4/ Updated C.V
- 5/ One Reference Letter
- 6/ Copy of ID / Passport

Additional Requirements may apply for UCAM or Keyce Academy - Collège de Paris Degrees

MORE INFO HERE



The content of the Masters programme fits with everything that I was looking for. The professors have extended experience in this field so they are bringing very relevant knowledge that is helping us learn from the industry in real time with real examples.

OSATOHANWEN ASABOR
ESEI Alumni & Community Manager at Weekendsk