

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.

Accredited by UCAM who holds a 5-Star QS rating and strong positions in QS World University Rankings and Times Higher Education Impact Rankings, reflecting excellence in teaching, internationalisation, and industry collaboration.



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.



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Web: www.eseibusinessschool.com



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08017 Barcelona, Spain

SCAN ME!



PROGRAMME PATHWAYS

UCAM CATHOLIC UNIVERSITY OF MURCIA

Degree Type	MASTERS	MBA
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.	✓	✓
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 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 & Elective Modules Opt for a Group Capstone project to launch a business idea and delve into electives modules to explore diverse interests and expanding your knowledge base.		✓
ECTS Credits	60 ECTS	90 ECTS
Government Recognition	Spanish Título Propio	Spanish Título Propio
UCAM Academic Rankings		
Official Degree Awarded	Master's Degree in Continuing Education in Business Management	Masters Degree in International MBA in Business Management
Duration	1 Year	1 - 1.5 Year(s)
Total Tuition Fee	10,500€	14,500€

BEYOND THE CLASSROOM



20+ Guest Speakers
Direct access to industry professionals



10+ Industry Visits
Business exposure beyond the classroom



4+ Panels
Debates and insights from experts and leaders



3+ Simulations
Decision-based, practical learning



5+ Real Company Projects
Applied work with real organisations.

Based on yearly average

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

MORE INFO HERE



ESEI has one of the best multi-cultural environments, and that is one of the main strengths of the school. Thanks to ESEI, I found my passion in digital transformation, and over the next five years, I envision myself thriving in a global setting, furthering my expertise in this dynamic field.

MERLE VAN WIERINGEN
ESEI Alumni - Master in Marketing and Communication

