

MASTER / MBA IN DIGITAL MARKETING

Discover the power of digital marketing in today's competitive landscape!

Master the cutting-edge skills needed to excel in today's dynamic digital marketing landscape. With a focus on the latest techniques and technologies, you'll create impactful campaigns and make data-driven decisions that drive success.

Our Master / MBA in Digital Marketing positions you as a strategic thinker and leader. The curriculum, tailored to industry demands, immerses you in a transformative learning experience, harnessing digital tools and strategies to achieve remarkable results.

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

- Digital Marketing Manager
- SEO Specialist
- Social Media Marketing Manager
- Content Marketing Manager
- User Experience (UX) Designer
- E-commerce Manager
- AI Marketing Specialist
- Search Engine Marketing Specialist
- Performance Marketing Specialist
- Marketing Automation Specialist
- Marketing Strategist
- Chief Marketing Officer (CMO)

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 / HYBRID /
ONLINE



OCTOBER/MARCH
INTAKES

Experience our unique curriculum

Tailored Skill Development: Master SEO, Social Media Marketing, Analytics, SEM, CRM, UX, Performance Marketing, Data Science, and Brand Storytelling.

Industry-Relevant Curriculum: Stay ahead with the latest digital marketing trends and tech solutions for effective customer acquisition and retention strategies.

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

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



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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.	SEO, Social Media Marketing, Analytics, Search Engine Marketing, Emerging Technologies In Marketing, CRM And Data, Design And User Experience, Performance Marketing, Data Science And AI In Marketing, Brand Storytelling Through Content	
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 ME 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 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



It's project-based studying and the learning model is super well suited for digital marketing because you've learned all theory before in the bachelor and other studies and then you go more hands-on.

OLIVER DARRASON
ESEI Alumni - Master in Digital Marketing