

**MSc in
Marketing
& Digital Media**



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

ESCP Quick Facts

6 Europe campuses in Berlin, London, Madrid, Paris, Turin, and Warsaw

Multi-accredited:

AACSB, EQUIS, EFMD MBA, EFMD EMBA, 5 European Higher Ed Standards

A comprehensive

portfolio

of 45 programmes: Bachelor, MiM, 25 Specialised Masters, MBA, 2 PhDs, 12 Executive Masters, EMBA, Global EPhD, as well as a custom and open programme offer

7,100+

students in degree programmes representing

120

nationalities

The World's

1st

Business School
(est. 1819)

160

research-active professors representing over 33 nationalities across our campuses

Over **140**

academic alliances in Europe and the World in 47 countries

5,000

high-level participants in customized trainings and executive education

65,000

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 globalised 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 for students with previous 240 ECTS
18 months for students with previous 180 ECTS
- 🗣️ **Language:** English
- 📍 **Study location:** Madrid & London/Berlin
- 🎯 **Go-To-Market Specialization tracks** in London and Berlin
- 🇪🇸 **A Spanish Immersion Course**
- 🌐 **An International Seminar**
- 🌍 **4-month worldwide internship**
- 📑 **A professional Master thesis**
- 📅 **Start for candidates with 180 ECTS:**
July
- 📅 **Start for candidates with 240 ECTS:**
October

Your curriculum

July- Sept Term 1

ONLINE

30 ECTS

- Economics
- Marketing
- Strategy
- Accounting & Finance
- Statistics for Management
- Leadership

Oct-Dec Term 2

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 3

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)

April-June Term 4

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 Seminar

July-Dec Term 5

PROFESSIONALISATION

- Master Thesis
- Internship

*elective courses

Study track for candidates with 180 ECTS

Study track for candidates with 240 ECTS + candidates with 180 ECTS

NOTE: ESCP is committed to delivering the curriculum as is, unless external circumstances (such as the COVID-19 pandemic) are in the way, in which case(s) we will develop alternatives to deliver the programmes's learning objectives.

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

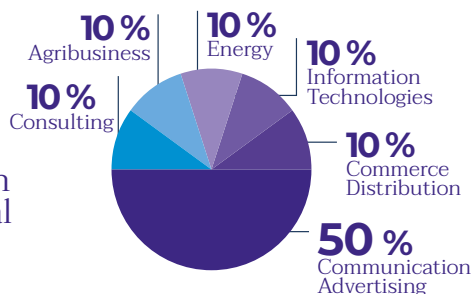
Job survey

Less than 3 months
after graduation

98% are employed

€31,000
average annual
salary

90% have
a job with an
international
dimension



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



The MSc in Marketing & Digital Media is a private ESCP diploma, accredited by the French Conférence des Grandes Écoles

Admission requirements

- Bachelor or Master degree in any discipline;
 - Minimum 240 ECTS previously acquired at Higher Education Institutions;
 - or
 - Minimum 180 ECTS* for some candidates who add value to the group. We will only consider under this derogation students from prestigious institutions and/or excellent academic performance and/or first professional experience

*Note: Due to accreditation regulations, students starting with 180 ECTS will need to obtain an additional 30 ECTS at ESCP Business School. The school will offer additional course options for those students.

- **Advanced English level: C1**

TOEFL IBT: 100

IELTS: 7

TOEFL written: 600

TOEIC: 800

TOEFL computer based: 250

- **Average age 23-32**
- **12 months of professional experience is recommended**
- **International profile**
- **Real motivation to join the Master and for a high-level career in this field**

2021 fees

- Application fees: 130€
- Tuition fees: 20.350€
Students with 180 ECTS must take additional 30 ECTS, due to our external accreditations. The corresponding fee for these ECTS is 3,000€

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

How to apply

1



ONLINE APPLICATION
WWW.ESCP.EU

2



PROFILE EVALUATION

3



**NUMERICAL & VERBAL TEST
ENGLISH TEST**
TOEFL, TOEIC OR IELTS

4



PERSONAL INTERVIEW
IF ELIGIBLE

Your contact



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Note: The information contained herein is subject to change.

MSc in Marketing & Digital Media

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.



**5 European Higher Ed
accreditations**

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