EADA at a glance

EADA is among the top business schools in Europe, with more than 50 years of experience in executive training. More than 120,000 participants from over 50 nationalities have entrusted their training to us.

Rankings

According to the Financial Times, EADA is part of a strategic group of the best European business schools in the field of marketing.

Accreditations

Collaborations
Our methodology

Leadership skills, critical thinking, latest professional practice

Our unique methodology ensures that participants develop the critical thinking skills to analyse and perform well even in today’s toughest business situations. But we go a step further. While hard skills may be enough to get your foot in the door at top companies, your soft skills in communication, negotiation, teamwork and leadership are what keep you there and secure your future in the company.

EADA’S METHODOLOGY

THE THREE CORE PILLARS

Leadership skills & confidence
The skills and confidence to be an effective team member and leader in diverse business environments.

Critical thinking & rigour
The strategic perspective and critical thinking skills to make a significant contribution to a company’s marketing effectiveness.

Latest professional practice
The edge and know-how to apply the latest professional practice and tools to solve marketing challenges in the real world.
Where will I learn leadership skills?

EADA-COLLBATÓ RESIDENTIAL TRAINING CAMPUS
OUTDOOR TRAINING, ROLE PLAYS AND TEAM-BUILDING ACTIVITIES IN THE MONTSERRAT MOUNTAINS

EADA has its own residential training campus dedicated to the development of leadership skills. The centre provides high impact, lasting learning by pushing you out of your comfort zone. You develop an action plan that will be your guide for personal and professional development throughout the year and beyond. This experiential learning is combined with professor-led workshops focused on team and leadership theory, ensuring that you effectively transfer what you have learned to the workplace.

Where will I learn critical thinking skills?

EADA-BARCELONA CITY CENTRE CAMPUS
REAL-LIFE CASE STUDIES, BUSINESS SIMULATIONS, ANALYSIS AND GROUP DISCUSSIONS IN THE HEART OF BARCELONA

In the EADA-Barcelona City Centre Campus, you are consistently placed in real-life business situations, challenged to think like an executive and make strategic decisions. Lively class discussions take place in an engaging, multicultural environment, in which you examine real case studies critically and learn from others as they learn from you. Classes at EADA are small, allowing for the daily exchange of ideas and debate among classmates and the personal guidance from professors that is so critical to our methodology.
ACHIEVING YOUR FULL POTENTIAL

Our faculty's objective is to help you achieve your full potential. Professors focus on the development of the key skills and competencies for the solution of management challenges. Our faculty's experience in business ensures real-world relevance and a strong pedagogical model promotes critical thinking and sound analytical skills. The role of the professor is to guide your learning by reproducing real-world experiences that demand your involvement and action.

Key skills and competencies

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Corporate connections

BRINGING BUSINESS INTO YOUR DAY

As an executive training centre, EADA Business School understands that being close to business is one of the central pillars of its activity. To this end, EADA faculty has extensive business experience, which ensures that you will be able to apply what you learn in class directly to your future career.

Throughout the year, core faculty are joined by visiting professionals to provide insight into the challenges they face and explain how concepts introduced in class are being applied in companies today. International alumni guests enrich this perspective further by sharing how they have applied their EADA learning post-graduation.

Dr. Alexis Mavrommatis
Professor, Marketing, Operations and Supply Department

“Marketing is all about ‘connecting the dots’ to take coherent and consistent decisions that generate value for both company and client. Our Master in Marketing will help you develop the skills to do just that.”
Participant profile

The complete International Masters cohort includes between 250 and 300 participants from more than 50 nationalities who interact and network throughout the year. The profile below represents the participants in the International Master in Marketing.

**Average age**: 24

**International students**: 86%

**70% with previous work experience**

- **Academic background**
  - 55% Business Admin.
  - 18% Advertising/Marketing/Design
  - 8% Social Sciences
  - 7% Engineering/Sciences
  - 6% Economics
  - 6% Other

- **Geographic background**
  - 50% Western Europe
  - 30% Latam/Caribbean
  - 11% Eastern Europe
  - 5% Middle East/Africa
  - 2% North America
  - 2% Asia

As marketing assistant, marketing analyst, product manager, brand manager, account executive, interns, in companies such as Unilever, Bayer, Samsung, Red Bull, TBWA.
Latest Professional Practice

**THE FESTIVAL OF MARKETING IN LONDON**
For real exposure to the latest professional practice, there is nothing like joining marketing professionals as they **explore and debate the challenges** they face. Starting in 2015, the International Master in Marketing visits **The Festival of Marketing** in London for an intense and exciting immersion into the key topics of current marketing practice.

**REAL CASES, REAL TOOLS**
EADA collaborates with **leading marketing technology providers** such as IBM and Tableau, giving you access to the latest professional tools for **data analysis** and **visualization**.

**EDGE TRACKS**
You will choose to follow one of two tracks designed to **give you an edge** in a specific field of Marketing practice that is currently a **growth area**.

Corporate Connections

**DIRECT CONTACT WITH ALUMNI**
Alumni join the programme as visiting speakers and professors to **share their experience and expertise**. They provide insight from **leading international companies** (such as L’Oreal, Google, Facebook and Vodafone) and from their own entrepreneurial ventures (such as Vivi Kola and ViCafé).

**COMPANY VISITS**
Company visits allow you to see **case studies in action** and meet business leaders. Past and planned visits include Torres Wineries, Nike at FC Barcelona, La Roca Village and tours to key retail locations.

International exposure

**INTERNATIONAL WEEKS**
The International Weeks provide the perfect opportunity to **expand your network** and **gain a fresh perspective** from electives taught by visiting professors and senior managers with outstanding experience.

**EXCHANGE PROGRAMME**
Enhance your **international vision** and **broaden your network** at one of our **30 top-ranked partner schools** in Africa, Asia, Europe, Latin America and the United States. Double Degree exchange opportunities are also available at Aston Business School, EDHEC, EBS and HHL.

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**Laurie Hottaux, Belgium**
Global Brand Manager, Danone, Holland

“Not only did we use real business cases, but we debated in small groups to find the best solutions to those cases. Exchanging ideas in a multicultural environment was the most enriching experience for me.”

**Marco Meier, Germany**
Global Business Leader, Google, United States

“Studying at EADA has had a significant impact on my professional career. I used the work ethic I learned at EADA in my current position at Google.”

**Peter Zielonka, Germany**
International Graduate Programme, HEINEKEN International, Ethiopia

“The classes at EADA have provided great team-working, collaborating and project management skills. The highlight, next to the methodology, was certainly the diversity of the fellow students. It has been an enriching and fantastic preparation for my work today.”

**Gonca Özuysal, Turkey**
Senior Brand Development Manager, Unilever, Turkey

“EADA gave me a great experience so that I can manage a team, in-company clients and clients. With the EADA experience I can develop better personal relations, more creative solutions and true insights.”
Graduates will be awarded a private Master title from EADA as well as the official university title ‘Master in Business Management’ from our partner university*. This official university diploma is adapted to the European Higher Education Area in accordance with the Bologna Process, and is worth 60 ECTS credits.

* Participants with an official undergraduate university degree are eligible for the official Master diploma.

EADA reserves the right to make changes to the schedule and the topics offered during the programme.
The International Master in Marketing aims to boost your professional opportunities in the field of marketing, whether you aim to take your first steps in the profession or to accelerate your early career progression. The programme has been designed on the basis of research with Chief Marketing Officers, Head Recruiters and Alumni of previous editions of the programme. This ensures that you will quickly be able to apply your new skills in the workplace after graduation.

### Placement by industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail/Consumer goods</td>
<td>33%</td>
</tr>
<tr>
<td>IT/Telecom</td>
<td>21%</td>
</tr>
<tr>
<td>Pharma/Healthcare/Biotech</td>
<td>15%</td>
</tr>
<tr>
<td>Diversified industrials</td>
<td>10%</td>
</tr>
<tr>
<td>Consulting</td>
<td>9%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>5%</td>
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<tr>
<td>Energy</td>
<td>3%</td>
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<tr>
<td>Automotive</td>
<td>2%</td>
</tr>
<tr>
<td>Construction</td>
<td>1%</td>
</tr>
<tr>
<td>Financial services/Banking</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Companies where our graduates work

- Danone
- Google
- Amazon
- Coca-Cola
- Adidas
- L’Oréal
- Mango
- Facebook
- American Express
- Heineken
- P&G
- Vodafone

*Financial Times Masters in Management Ranking
Perfil del participante

Cada año participan entre 250 y 300 participantes provenientes de más de 50 nacionalidades en los Masters Internacionales. A continuación puedes ver el perfil del participante del Master Internacional en Marketing - Bilingüe.

**Formación universitaria**
- 55% ADE
- 18% Publicidad/Diseño Marketing
- 8% Ciencias Sociales
- 7% Ingeniería
- 6% Económicas
- 6% Otros
- 77% Alumnos Internacionales
- 12 Nacionalidades representadas

**Distribución geográfica**
- 48% Sudamérica
- 32% Europa
- 11% Norteamérica
- 9% Centroamérica

**Otros**
- 70% con experiencia laboral previa*

*como marketing assistant, analista de mercado, product manager, brand manager, ejecutivo de cuentas, intern en Unilever, Bayer, Samsung, Red Bull, TBWA
Lo más avanzado en práctica profesional

**FESTIVAL OF MARKETING EN LONDRES**

Para conocer en persona las **últimas tendencias** en Marketing, nada mejor que explorar y debatir con otros profesionales del sector sobre los retos que éstos afrontan. Por ello, tendrás la oportunidad de participar en el **Festival of Marketing** en la ciudad de **Londres** - una intensa inmersión en temas clave del marketing actual.

**FORMACIÓN EN PROGRAMAS DE ANÁLISIS DE DATOS**

EADA colabora con importantes empresas tecnológicas de marketing, como IBM o Tableau, para darte acceso a los **últimos programas de análisis y visualización de datos**.

**EDGE TRACKS EN INGLÉS**

Realizarás una de las dos **especializaciones** diseñadas para que, más allá de los fundamentos sólidos, destaque en un área de marketing de creciente importancia.

**Cerca de las empresas**

**CONTACTO DIRECTO CON ANTIGUOS ALUMNOS**

Antiguos alumnos compartirán su experiencia participando como oradores o profesores visitantes. Aportarán su experiencia en empresas internacionales (tales como L’Oréal, Google, Facebook y Vodafone) así como emprendedores de sus propias empresas (tales como Vivi Kola y ViCafé).

**VISITAS A EMPRESAS**

Las visitas a empresas te permiten **poner en práctica lo aprendido** a través de la metodología del caso y **reunirte con líderes empresariales**. Se han realizado visitas a empresas como Nike, Bodegas Torres y La Roca Village.

**Exposición Internacional**

**INTERNATIONAL WEEKS**

Las International Weeks constituyen una oportunidad ideal para el **networking** y especializarte con asignaturas impartidas por profesores invitados y directivos con una destacada experiencia en la materia.

**PROGRAMA DE INTERCAMBIO**

Refuerza tu **visión internacional** en una de nuestras **30 prestigiosas escuelas asociadas** en África, Asia, Europa, Latinoamérica y Estados Unidos o realiza una doble titulación, con Aston Business School, EDHEC, EBS y HHL.
Master Internacional en Marketing - Bilingüe

**ESTRUCTURA DEL PROGRAMA**

**FASE 1.**
**Sept. - Mar.**
- **Fundamentos de negocios**
  - Finanzas y Contabilidad
  - Gestión Estratégica
  - Excel: Análisis de Datos y Toma de Decisiones
- **Marketing estratégico**
  - Marketing Analítico
  - Investigación de Mercados y Análisis del Consumidor (I)
  - Marketing Estratégico
- **Marketing Disciplines**
  - Operaciones y Gestión de la Cadena de Aprovisionamiento
  - Visualización de Datos y Cuadros de Mando
  - Estrategia de comunicaciones
- **International weeks**

**Orientación**
Fundamentos de Finanzas y Economía, El Método del Caso

**FASE 2.**
**Abr. - Jun.**
- **Edge Track 1:**
  - Insight-Driven Marketing
  - Big Data for Insight
  - Driven Marketing
  - The Art of Marketing Models
  - Predictive Analytics for Superior Results
- **Edge Track 2:**
  - Multichannel Communication & Sales
  - Customer Journeys and Lead Management
  - Content Creation & Management
  - Mobile Marketing

**Consolidation module**
Customer Experience & Marketing Accountability

**FASE 3.**
**Sept. - Dic.**
- **Programa de intercambio** Opcional

Los graduados recibirán dos títulos: un título propio de EADA y un título oficial de nuestro socio universitario adaptado al nuevo Espacio Europeo de Educación Superior (EEES).

Sólo los participantes con un título reconocido por EEES podrán recibir el segundo título.

Se introducen casos prácticos de empresa en inglés a lo largo del año. En la 2ª fase todas las asignaturas se realizan en inglés. Asimismo, el Proyecto Final y las optativas de las International Weeks se pueden realizar en inglés.

**Estructura de créditos**
- **60 ECTS**

En la página web www.eada.edu tienes a tu disposición una descripción completa de cada asignatura.

EADA se reserva el derecho a introducir cambios en el programa y el temario del programa.
Informe de empleabilidad

El Master Internacional en Marketing - Bilingüe tiene como objetivo lanzar tu carrera profesional en el área de Marketing, tanto si inicias tu carrera profesional como si quieres acelerarla. El programa ha sido diseñado tras un estudio realizado por Directores de Marketing, empleadores y antiguos alumnos de previas ediciones. Por ello, tras el programa estarás preparado para adaptarte de manera rápida a tu nueva posición en el mercado laboral.

**Canales de empleo**

- 45% EADA Careers
- 22% Alumni networking
- 16% Contactos personales
- 10% Web empleo online
- 6% Autocandidatura y directorios empresas
- 1% Consultoría de selección y headhunting

**Ubicación de empleo**

- 54% Europa
- 22% América Latina y Caribe
- 10% EUU y Canadá
- 8% Asia
- 6% África y Oriente Medio

*Financial Times Masters in Management Ranking*

El Programa ha obtenido el **3º** lugar en el mundo en formación de Marketing y está en el **Top 25** Masters del mundo (media de los últimos 3 años).

**Empleo por industria**

- 33% Retail/Gran consumo
- 21% Telecom/Tecnología
- 15% Farma/Salud/Biotec
- 10% Industrias en general
- 9% Consultoría
- 5% Hostelería/Turismo
- 3% Energía
- 2% Automoción
- 1% Inmobiliaria
- 1% Banca/Finanzas

**Dónde trabajan nuestros graduados**

- 86% de los graduados encuentran empleo a través de EADA Careers y del alumni networking

Albert Pascual, España

*Digital Marketing, Danone*

“Mi paso por EADA, me sirvió para obtener un crecimiento personal y profesional al ser un banco de pruebas, donde cada día era como trabajar en una multinacional distinta, con una exigencia muy alta.”

Felipe Muñoz, Colombia

*Especialista de Producto, Tigo Colombia (Millicom International Cellular)*

“Destaco el asesoramiento de EADA Careers en cuanto al desarrollo de mi CV y los consejos que me ofrecieron para afrontar las entrevistas de trabajo. El tiempo de encontrar trabajo después de finalizar el master realmente fue mínimo.”

*Informe de empleabilidad*
CAREER & NETWORKING OPPORTUNITIES

EADA Alumni
A LIFELONG COMMUNITY

EADA Alumni aims to promote lasting bonds with alumni through services that add value to your international network and professional growth.

International network

Your relationship with EADA starts from day one, when you automatically become part of an international network of alumni. Regular Meet Ups around the world provide alumni with the opportunity to reconnect and network with like-minded professionals.

Professional growth

We ensure you will receive all the support needed to take your career to the next level. For this reason, alumni have access to resources including personalised career counselling, our exclusive jobsite and job search tools. For the entrepreneurs among our alumni, EADA’s Entrepreneurship Centre offers expert online mentoring and follow-up as well as specialised tools.
Online career resources

Access to online resources with country-specific career and employment information, corporate profiles for key employers around the world, and international job listings.

EADA Careers

PREPARING THE BUSINESS LEADERS OF TOMORROW

The success of the EADA Careers Department depends on your success. EADA Careers is your partner during your Master, providing you with the necessary tools to reach your professional goals post-graduation.

Training Lab

Career training that keeps you informed about labour market trends and hones your skills for a successful career post graduation. Training sessions include How to Ace your Interview and Building an Effective Professional Online Brand.

Development Lab

Career resources designed to help you develop your career path and bring your future professional goals closer.

- One-to-one career counselling sessions with your own personal Career Advisor, who is with you every step of the way: from establishing your career goals to landing that dream job.
- Interactive webinars hosted by top employers around the world.
- Alumni presentations & mentoring platform to connect current participants and expert alumni.
- Legal guidance seminars with up-to-date information about residence and work permits.

Professional Lab

Recruiting events and career search tools that make your professional goals a reality such as EADA’s online jobsite.

Examples of international corporate presentations in 2015:

- Accenture
- Unilever
- Philips
- Tesco
- Novartis
- Deloitte
- H&M
- MANGO
- Nestle
Preparing for life in Barcelona

At EADA Business School, we know that it can be a challenge to relocate to a new city, and we do everything we can to make the transition as smooth as possible. With this in mind, we offer:

• A Virtual Campus where you can get to know your future classmates.
• Up-to-date, practical information about the basics like healthcare and accommodation.
• A 30-hour beginning Spanish course to help you get around Barcelona.
• Exclusive rates for local services (gyms, language schools, etc.).

Barcelona: a place to live, study and grow

The EADA Business School campus is located in the Barcelona city centre, just a 10 minute walk from Plaza Catalunya and the most famous of Gaudi’s buildings.

PREMIER ENTREPRENEURIAL HUB
Innovative government initiatives have simplified the process for starting a company and established tax benefits for start-ups, making Barcelona one of the premier entrepreneurial hubs in Europe.

FOREIGN INVESTMENT
Catalonia is the headquarters of more than 5,000 foreign companies, with 90% of them based in the Barcelona metropolitan area. Most foreign companies have been in the area for 10 years or more, demonstrating a high degree of stability and return on investment.

WELL-CONNECTED
Barcelona is the gateway to southern Europe, the transport capital of the Mediterranean area, a bridge to the Maghreb and a platform to Latin America. Companies with headquarters in Barcelona can supervise markets all over the world.
Admissions process

What we are looking for

The admissions process aims to select well-rounded candidates who will not only excel on the programme, but also add value, contribute meaningfully and help create a learning environment in which all the participants on the programme can reach their full potential.

We seek to fill our classes with the most promising students in terms of motivation, commitment and growth potential. In addition to an overall motivation to excel in the programme, the ideal candidate will demonstrate a commitment to teamwork with leadership potential.

Successful candidates tend to possess the following qualities, which are closely related to growth potential: open-mindedness, flexibility and adaptability.

International Master in Marketing

START DATE
28 September 2017

FINISH DATE
15 June 2018

TIMETABLE
Monday to Friday
9.30h to 13.30h

FEE
€19,800

Master Internacional en Marketing - Bilingüé

START DATE
28 September 2017

FINISH DATE
15 June 2018

TIMETABLE
Monday to Friday
9.30h to 13.30h

FEE
€18,800

Practical Information

International Master in Marketing

START DATE
28 September 2017

FINISH DATE
15 June 2018

TIMETABLE
Monday to Friday
9.30h to 13.30h

FEE
€19,800

Master Internacional en Marketing - Bilingüé

START DATE
28 September 2017

FINISH DATE
15 June 2018

TIMETABLE
Monday to Friday
9.30h to 13.30h

FEE
€18,800

BASIC REQUIREMENTS
- A bachelor’s degree
- Proficiency in English (for programme in English)
- Other documentation: CV, 2 references, copy of passport, photo, undergraduate transcripts

ADMISSION EXAM OPTIONS
1- Submit a GMAT (min. 650) and TOEFL (min. 100 IBT) score.
or
2- Complete EADA’s online admission test.

FINANCIAL AID
EADA offers scholarships to help manage the cost of study. More information at www.eada.edu.
Julissa Espinoza, Peru

“At EADA, I developed my ability to work with people from different cultures and learned how to adapt to different situations, important skills for both my personal and professional success.”

Volkan Bektimur, Turkey

“I chose EADA because of the diversity in the classroom. This gave me the opportunity to get to know different cultures and points of view.”

Sneha Varghese, India

“The teaching methodology at EADA is very practical. I worked with real-life scenarios every day.”

Yannick Kpodar, United States

“Now when I am looking at a problem, I am able to go to the root cause, make a clear decision and make an action plan to solve the problem. What you learn at EADA will help you for your entire life, wherever you go.”

Marc Alegría, Spain

“EADA is the perfect combination of dynamic and academic classes. Before finishing my Master, I already had a job.”

See the complete video here to discover the EADA experience.