International Master in Marketing

Master Internacional en Marketing - Bilingüe
Your school

Enjoy the Barcelona lifestyle
As the only top-ranked business school in the Barcelona city centre, EADA offers a unique learning environment in one of the most beautiful cities in Europe.

Get your hands dirty
EADA’s practical methodology means that you actively participate in discussions and debate solutions under the guidance of our expert faculty.

Develop the leader in you
Our intense leadership development programme takes you from reflection to implementation, preparing you to be a self-aware, effective leader.

Internationalise your profile
Our classes are made up of multicultural, multidisciplinary teams working together to solve the marketing problems facing today’s top companies. Your global perspective starts here.

Stand out from the crowd
Small class sizes and individual follow-up make the most of your unique potential and joint activities introduce you to the larger EADA community.

Hack your dream career
With a practical, business-centred curriculum, regular networking and recruiting events with top companies, our grads are uniquely prepared for what lies ahead.

RANKINGS
EADA’s Masters ranked among The Top 40 in the World
1st in the world for quality in marketing teaching

ACCREDITATIONS
EQUIS Accredited
AMBA Accredited

10 MINUTES BY FOOT TO PLAZA CATALUNYA
15 MINUTES BY BIKE TO THE BEACH
100% OF FACULTY HAVE PROFESSIONAL EXPERIENCE
+80 CASE STUDIES PER YEAR
14 HECTARE LEADERSHIP TRAINING CAMPUS
4 MODULES DEDICATED EXCLUSIVELY TO LEADERSHIP

+85 NATIONALITIES REPRESENTED
70% INTERNATIONAL FACULTY
25-30 PARTICIPANTS PER CLASS
+300 MASTER PEERS FOR NETWORKING
94% EMPLOYED AFTER 3 MONTHS
+350 CORPORATE PARTNERS
Our unique methodology develops a diverse skill set to make you stand out, with the hard skills and soft skills that today’s companies demand in marketing professionals. Today, companies are looking for strategic, multi-faceted executives who can engage effectively with a wide range of stakeholders.

At our Barcelona City Centre Campus, the focus is on hard skills. You develop the critical thinking skills to analyse and perform well in even the most demanding business situations. Expert faculty and carefully selected case studies mean that you leave with a firm grasp of latest professional practice and the strategy to apply it effectively. At our Residential Training Campus, the focus is on you as you analyse your leadership style and develop the management competencies to succeed.

EADA-BARCELONA CITY CENTRE CAMPUS
PROFESSIONAL KNOW-HOW TO MAXIMISE YOUR INTERNATIONAL CAREER POTENTIAL
Practical, hands-on classes with experienced professionals to develop the strategic vision and problem solving skills to excel.

EADA-RESIDENTIAL TRAINING CAMPUS
LEADERSHIP DEVELOPMENT TO BECOME THE LEADER YOU WANT TO WORK FOR
Role plays, outdoor training and business simulations to make you a master persuader capable of building relationships and inspiring diverse stakeholders.
## International Master in Marketing

### ORIENTATION MODULE
- Financial Pre-Course
- Statistics Pre-Course
- Careers Pre-Course
- Case Study Methodology
- Beginner Spanish Course (optional)

### BUSINESS FUNDAMENTALS
- Global Compass: Geoeconomics and Geopolitics
- Finance & Accounting
- Strategic Management

### MARKETING STRATEGY
- Analytical Marketing
- Market Research & Consumer Behaviour
- Strategic Marketing
- Brand Management
- Competitive Marketing Simulation

### MARKETING DISCIPLINES
- Channel Strategy & Supply Chain
- Digital Marketing & Communication
- Pricing
- Sales & Trade Marketing
- CRM

### COMPLEMENTARY COMPONENTS
- International Week
- Negotiation Week
- International Business Trip
- Excel Skills for Analysis and Decisions (optional)
- Personal Branding & Skills to Succeed

### EDGE TRACK SPECIALISATIONS
**Edge Track 1: Data & Insight-Driven Marketing**
- Insight-Driven Marketing: Finding & Using Insights
- Big Data & Predictive Analytics (I)
- Data Analytics & Machine Learning

**Edge Track 2: Multichannel Communication & Sales**
- Content Marketing: Generating & Managing Leads
- Building Multichannel Campaigns: Data, Automation & Mass Personalization
- Cases in Multichannel & Omnichannel Marketing

### LEADERSHIP DEVELOPMENT PROGRAMME

### FINAL BUSINESS PROJECT
- Company visits - Conferences - Alumni presentations

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The Management Fundamental courses in the first trimester are taught in Spanish. From the second trimester, students in the two programmes come together to study the remaining courses in English.

EADA reserves the right to make changes to the programme, including but not limited to, the schedule and the subjects offered.
Programme highlights

TAILOR YOUR MASTER
CHOOSE A SPECIALISATION TO GIVE YOU AN EDGE IN A SPECIFIC FIELD OF MARKETING PRACTICE THAT IS CURRENTLY A GROWTH AREA.

INT’L BUSINESS TRIP
JOIN LEADING MARKETING PROFESSIONALS TO DISCOVER HOW THEY MANAGE THE CONTINUOUSLY EVOLVING CHALLENGES OF MODERN MARKETING.

REAL CASES, REAL TOOLS
BUILD YOUR DECISION-MAKING AND CRITICAL THINKING SKILLS AS YOU WORK THROUGH REAL CASES AND PROJECTS WITH THE DATA AND TOOLS YOU WILL USE IN YOUR CAREER.

CONTACT WITH ALUMNI
LEARN FROM ALUMNI EXPERIENCE IN COMPANIES SUCH AS L’ORÉAL, GOOGLE, SAATCHI & SAATCHI, AND AIRBNB AND IN ENTREPRENEURIAL VENTURES.

NEGOTIATION WEEK
JUMP INTO AN INTENSE NEGOTIATION COMPETITION TO DEVELOP THE ATTITUDES AND ANALYTICAL SKILLS USED BY THE BEST NEGOTIATORS.

EXCHANGE PROGRAMME
ENHANCE YOUR INTERNATIONAL VISION AT 30 TOP-RANKED PARTNERS AROUND THE WORLD. DOUBLE DEGREES FROM ASTON, EDHEC, EBS AND HHL.

SHOW YOU KNOW - PRACTICAL FINAL PROJECT
CONSOLIDATE YOUR LEARNING AND YOUR PROFESSIONAL CONFIDENCE AS YOU DEVELOP A COMPLETE MARKETING PLAN FOR A REAL COMPANY.

LATEST PROFESSIONAL PRACTICE
IN ADDITION TO THE PROFESSIONAL EXPERIENCE OF YOUR LEAD PROFESSORS, SENIOR MARKETING PROFESSIONALS WILL BRING THEIR INSIGHT TO YOUR CLASSES AS GUEST SPEAKERS.

Class profile

ACADEMIC BACKGROUND

- 52% BUSINESS ADMIN.
- 20% MARKETING & COMMUNICATIONS
- 9% HUMANITIES
- 7% SCIENCE & ENGINEERING
- 6% FINANCE & ECONOMICS
- 6% OTHER

- 89% INTERNATIONAL STUDENTS
- 95% HAVE LIVED, STUDIED OR WORKED ABROAD
- 100% SPEAK 2 LANGUAGES
- 68% SPEAK 3+ LANGUAGES
- 97% WITH EXPERIENCE IN UNILEVER, BAYER, SAMSUNG, RED BULL, TBWA

GEOGRAPHIC BACKGROUND

- 52% WESTERN EUROPE
- 6% EASTERN EUROPE
- 5% ASIA
- 25% SOUTH & CENTRAL AMERICA
- 12% MIDDLE EAST & AFRICA

25 AVERAGE AGE
Employment report

**Employment by Industry**

- Consumer Goods, Retail, Fashion: 34%
- Industry & Manufacturing: 13%
- Marketing & Advertising Services: 13%
- Tech: 11%
- Financial & Consumer Services: 10%
- Other: 10%
- Media, Entertainment & Sports: 10%
- North America: 74%
- South & Central America: 16%
- Middle East & Africa: 4%
- Europe: 2%
- Asia: 4%

**Employment by Main Area of Specialisation**

- Digital Marketing & Communication: 27%
- Brand & Product Management: 25%
- Sales & Business Development: 23%
- Category Management & Trade Marketing: 18%
- Other: 7%

**Just some companies where our graduates work**

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

ON AND OFF-CAMPUS RECRUITING EVENTS WITH COMPANIES LIKE:
- Adidas
- Accenture
- Amazon
- HP
- H&M
- ING
- Nestlé
- Novartis
- Phillips
- VW

GRADUATE PROGRAMME APPLICATIONS FOR COMPANIES LIKE:
- Adidas
- Amazon
- Capgemini
- Hofmann
- GlaxoSmithKline
- HP
- J&J
- Microsoft
- SAP
- Unilever

PROFESSIONAL WORKSHOPS AND WEBINARS
PERSONALISED CAREER ASSESSMENT
ALUMNI MENTORING PLATFORM
NETWORKING EVENTS ALL OVER THE WORLD

Peter Zielonka (Germany)
HEAD OF PEOPLE, HEINEKEN DIGITAL COMMERCE EUROPE (U.K.)

“The classes provided great team-working, collaboration and project management skills. The highlight, next to the methodology, was certainly the diversity of my fellow students. The master at EADA was fantastic preparation for my work today.”

EADA Career Services is your partner during your master’s, connecting you with leading companies and providing you with the necessary tools and training to reach your professional goals.
EADA is a **diverse, tight-knit community** made up of more than 120,000 current students and alumni. With that in mind, we organise professional and recreational activities to **strengthen ties** within the community and ensure that you make the most out of your year at EADA.

**INTERNATIONAL COMMUNITY INVOLVEMENT**
Like the Social Innovation Summer Programme in Mexico

**PROFESSIONAL CONFERENCES**
On the latest trends

**ACCESS TO LEADING EVENTS**
In Barcelona
Like 4YFN + Mobile World Congress

**STUDENT-LED RECREATIONAL ACTIVITIES**
Like Workshops and Forums

**INTERNATIONAL TALENT CHALLENGES**
Like Imagine Express Silicon Valley

**ALUMNI SPEAKERS**
Sharing experiences

**CHARITY EVENTS**
Like the Barcelona Half-Marathon Leukemia fundraiser

**SPORTING EVENTS**
Like football tournaments

**NETWORKING EVENTS**
Like the Academic Year Kick Off Cocktail

**ENTREPRENEURSHIP-FOCUSED EVENTS**
Like the Lean Startup Workshop
Important information

ADMISSIONS PROCESS
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 can reach their full potential.

Successful candidates tend to possess the following qualities: open-mindedness, flexibility and adaptability, as well as a commitment to teamwork with leadership potential.

EADA has monthly admission rounds. To apply, complete the three steps of the admissions process before the corresponding deadline.

1 FILL OUT THE APPLICATION FORM AND UPLOAD:
- UNIVERSITY DIPLOMA AND TRANSCRIPTS
- REFERENCE LETTERS
- CV AND PHOTO

2 SUBMIT TEST RESULTS.
- SUBMIT A GMAT (MIN. 650) AND TOEFL (MIN. 100 IBT) SCORE, OR
- TAKE EADA’S ONLINE ADMISSION TEST.

3 COMPLETE AN INTERVIEW WITH A MEMBER OF THE ADMISSIONS COMMITTEE.

PROGRAMME DATES
Start date: 26 September 2019
Finish date: 19 June 2020

The academic year runs from September to June with one intake in September each year. This ensures group cohesion and encourages teamwork and collaboration.

FEES & FINANCING
Tuition fee: €20,800

Prodigy Finance offers international students loans without collateral or a co-signer. EADA offers scholarships and to manage the cost of study.