

IQS

SCHOOL OF MANAGEMENT

MASTER IN
INTERNATIONAL MARKETING
IN A DIGITAL ENVIRONMENT /
INTERNATIONAL MARKETING
& SALES



PERSONA CIÈNCIA EMPRESA
UNIVERSITAT RAMON LLULL

SCHOOL OF
MANAGEMENT

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PERSONA CIENCIA EMPRESA
Universitat Ramon Llull



PERSONA CIENCIA EMPRESA
UNIVERSITAT RAMON LLULL

Why study at IQS?

“

Involvement, specialization and professionalism are the concepts that define IQS Master programs. We provide a high quality education based on excellence and continuous improvement enabling students to create, lead and manage competitive corporations operating on a global scale”.



Dr. Carlos Moslares
Dean IQS School of Management

IQS is a university centre of the Society of Jesus, founding member of Universitat Ramon Llull, with more than one hundred years of experience and a long history. National and international accreditations guarantee our continuous work and consolidate our prestige.

01. Comprehensive Education

Our vocation and our commitment is to educate people ethically and comprehensively in personal, academic and professional terms.

02. Practical Dimension of the Programs

The programs are designed to provide a practical and interdisciplinary education.



03. Links With Enterprise

All students undertake compulsory work experience internships and the final projects are addressed to develop practical application works. IQS faculty have a recognized professional experience in industry and enterprise, which allows them to provide highly practical and up-to-date guidance regarding the job market.

04. Job Exchange and Professional Careers Guidance Service

Students have access to the IQS Job Exchange and to the Professional Careers guidance Service, where they are given professional guidance and help, especially with their first job placement.

05. International Vocation

IQS student exchanges with foreign universities are an ideal complement to the program studies, by providing an experience that enriches the students both academically and personally.

06. Languages

Some of the programs offered by IQS are entirely taught in English. Students can also take extra-curricular courses to learn German.

07. Personalized Care and Small Groups

Students have personal tutors to guide them in academic, professional and personal matters. Classes are made up of small groups.

08. Professional Specialization with IQS Master's Programs

The range of IQS master's programs provides students with the opportunity to develop their profession in a specific field of study with comprehensive training.

09. IQS Tech Factory

Entrepreneurship center IQS Tech Factory is available to all IQS students. It aims to promote innovation and the creation of new companies.

10. AACSB International Accreditation

All the programs offered by IQS School of Management have the AACSB (Association to Advance Collegiate Schools of Business, USA) international recognition. The AACSB is the premier accrediting agency that evaluates all business schools in the world and is considered as one of the most prestigious within the sector.

This is IQS



TEACHING AREA

22.389 m²

7.840 m²

OF LABORATORIES
AND WORKSHOPS

+1.300.000€

FOR GRANTS IN THE
LAST ACADEMIC YEAR



EXCHANGE AGREEMENTS
WITH MORE THAN 100
INTERNATIONAL UNIVERSITIES

45

EUROPE

32

NORTH
AMERICA

12

SOUTH
AMERICA

8

ASIA

3

CENTRAL
AMERICA

1

AFRICA

1

AUSTRALIA



LINKS WITH ENTERPRISE

+200 COMPANIES

COLLABORATING WITH THE DEPARTMENT
OF PROFESSIONAL CAREERS

100%

OF STUDENTS UNDERTAKE
INTERNSHIPS IN PRIVATE COMPANIES

+35 SPIN-OFFS & START-UPS

SUPPORTED FROM TECH FACTORY, THE IQS
ENTREPRENEURSHIP CENTER THAT JOINS
SCIENCE AND BUSINESS MANAGEMENT



ACCREDITATIONS AND RANKINGS



All IQS School of Management programs are accredited by the AACSB
(Association to Advance Collegiate Schools of Business, USA)



**Aristos
Campus
Mundus**

**Campus de
Excelencia
Internacional**

**MASTER IN GLOBAL ENTREPRENEURIAL
MANAGEMENT, RATED AS ONE OF THE BEST MASTER'S
PROGRAMS IN MANAGEMENT WORLDWIDE**
(World ranking published by FINANCIAL TIMES)



**Master in Management
Ranking 2017**

**Amongst the top 100 universities worldwide
in the category of Social Sciences and
Management in the QS WORLD UNIVERSITY
RANKINGS BY SUBJECT 2017**



**IQS RECOGNIZED IN ITS BEST
BUSINESS SCHOOLS
WORLDWIDE RANKING**



**UNIVERSITY IN THE TOP 100
GLOBAL EMPLOYABILITY
published by**



**2nd SPANISH UNIVERSITY in
the Financial Sustainability Ranking
2017 published by**



IQS IS A MEMBER OF



**UNIJES
universidades
jesuitas**



International Association of Jesuit Business Schools



The International Honor Society
BETA GAMMA SIGMA
Recognizing Business Excellence



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Dual Master Program

Master in International Marketing in a Digital Environment / Master in International Marketing & Sales Management

This dual program specializes you in international marketing, digital marketing and sales management, combining academic rigor with practical application.

You will develop transferable skills enabling you to begin a successful career in marketing in international companies.



Requirements

Bachelor's degree or equivalent.
Good level of spoken and written English (B2 English level required or IELTS/TOEFL equivalent).



Duration

1 academic year (2 semesters).
60 + 9 ECTS additional credits.



Final Master Project

9 ECTS credits.



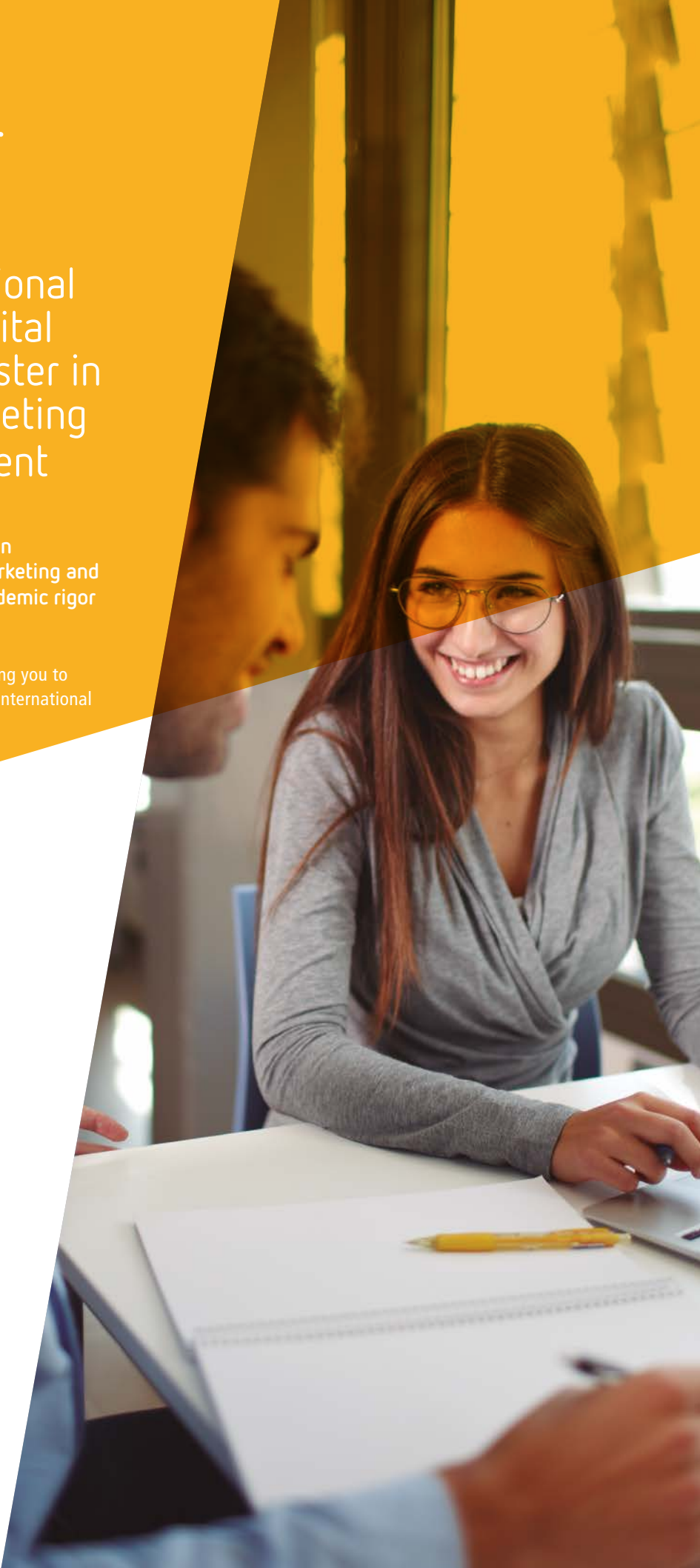
Teaching Language

English.



Timetable

Monday to Friday, afternoon/evening
(indicatively 3 to 8 pm).



Dual Master Program

Master in International Marketing in a Digital Environment /
Master in International Marketing & Sales Management

“



IQS offers you the opportunity to enhance your knowledge and understanding of marketing, preparing you for a management career as a professional marketer or PhD researcher. The skills and abilities you will develop during this master's program will enhance your CV and help you stand out in a highly competitive job market”.

Prof. Ramon Palau, PhD – Coordinator of Master in International Marketing in a Digital Environment / Master in International Marketing & Sales Management.
ramon.palau@iqs.url.edu

Program highlights



Understand international markets and experience being part of cross-cultural teams



Focus on the latest trends in international and digital marketing in a global environment



Designed taking into account business requirements and new digital and sales professional profiles



Internships opportunity within a company. Gain a practical work experience



The faculty is composed of national and international specialists and inspiring business speakers



Career opportunities

IQS offers a personalized Career Service to support your professional development and find job opportunities through its extended network of companies. Students will be able to:



Access highly qualified jobs related to international markets and customer management, strategic marketing, key account management, digital marketing specialist, marketing research, communication and advertising, and competitive intelligence.



Pursue your professional career in marketing in different sectors, such as services, retail, tourism, technology, banking, pharmaceuticals and others.



Develop your career in marketing up to top-level positions in international companies.



PERSONA CIENCIA EMPRESA
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Dual Master Program

Master in International Marketing in a Digital Environment Master in International Marketing & Sales Management

Curriculum

This program is designed to develop your skills and abilities to achieve a career in international marketing in a digital environment.

- On completion of 69 ECTS students will be awarded:
 - An Official Master's degree in International Marketing in a Digital Environment.
 - An institution-specific degree in International Marketing & Sales Management issued by IQS–Ramon Llull University.
- There is a wide selection of courses ranging from the most analytics to the most applied, allowing you to acquire an in depth knowledge of international marketing in a digital environment, from international marketing strategy to digital marketing.
- The Dual Master Program, which lasts one academic year, is entirely taught in English.
- Classes, with an afternoon/evening schedule, are compatible with elective internships or part-time jobs (if applicable).
- You will be able to apply to PhD programs.

Courses that form part of the program are:

MASTER IN INTERNATIONAL MARKETING IN A DIGITAL ENVIRONMENT	
INTERNATIONAL MARKETING MANAGEMENT	ECTS
International Marketing Strategy (C)	6
International Marketing Management Simulation (C)	6
International Brand Management (C)	3
International Product Development (C)	3
International Marketing Planning (E)	3
Global Retail Management (E)	6
MARKETING RESEARCH & BUSINESS INTELLIGENCE	ECTS
Advanced Market Research (C)	6
Marketing Data Intelligence (C)	3
Quantitative Methods (E)	6
Qualitative Methods (E)	6
DIGITAL MARKETING	ECTS
Digital Marketing Strategies (C)	3
Social Media Management (C)	3
Mobile Marketing Applications (C)	3
Digital Marketing Communications (C)	3
FINAL PROJECT (MASTER THESIS) & INTERNSHIP	ECTS
Final Project (C)	9
Internship in Company (E)	6

(C) Compulsory courses.

(E) Elective courses. Students only can select 12 ECTS of elective courses.

MASTER IN INTERNATIONAL MARKETING & SALES MANAGEMENT	
SALES MANAGEMENT	ECTS
International Sales Management	6
Selling Techniques for Business Clients	3

① More info at: www.iqs.edu/en/masters-mba/master-international-marketing-sales-management

Dual Master Program

Master in International Marketing in a Digital Environment
Master in International Marketing & Sales Management

Student profile

This program is open to students holding a bachelor's degree in the areas of Business, Economics and Management. Admission is also offered to students holding other bachelor's degrees such as Engineering, Tourism, Advertising and Public Relations and other Social Sciences fields. In this case, students will have to take pre-master courses organized by IQS before the official start of the dual master.

No previous professional experience is required.

Final Master Project: an international marketing plan

The purpose of the Final Master Project is to put into practice all knowledge acquired during the program, normally by writing up an international marketing plan or carrying out an applied research study within the marketing area.

The Final Master Project is normally supervised by a IQS Faculty member, with the possibility of co-supervision by two academics, where applicable.

“



This Master's Program allowed me to train in a multicultural environment, due both to the dynamic way in which the classes are given, and to the chance I was given to have an international experience by sharing and working with other international students. It also offered me the opportunity to do an internship at an important company. It was a good choice for furthering my career”.

Maria Holgado

IQS Alumna – Master in International Marketing and Sales Management.
Class of 2013-2014.

Currently working in Simon as a Product Manager.

Access to the Labor Market

The acknowledgement from industry and society, with over one hundred years of experience, enable the institution to offer a fully consolidated and proven teaching method, which also speeds up the employability of IQS graduates.

Professional Carrers Guidance Service:

- ✓ Professional guidance to facilitate job placement.
- ✓ Advice in making an effective resume and with competence interviews.
- ✓ Job Exchange.
- ✓ Workshops on career opportunities.
- ✓ Group dynamics.
- ✓ Usage of social media networks to build your personal brand.

Why do a Master's degree?

- ✓ Companies demand versatile professionals with highly specialized skills.
- ✓ Promotes the employment rate.
- ✓ By possessing an Official Master's degree, the student will obtain more international projection.

IQS Business Forum

Every year, IQS organizes the IQS Business Forum, where relevant companies of different business sectors present their organizations and career opportunities. Students directly come in to contact with the HR departments of these companies.



Companies with links to IQS

Companies belonging to Fundació Empresas IQS and/or companies that took part in the last IQS Business Forum.



Doctorates



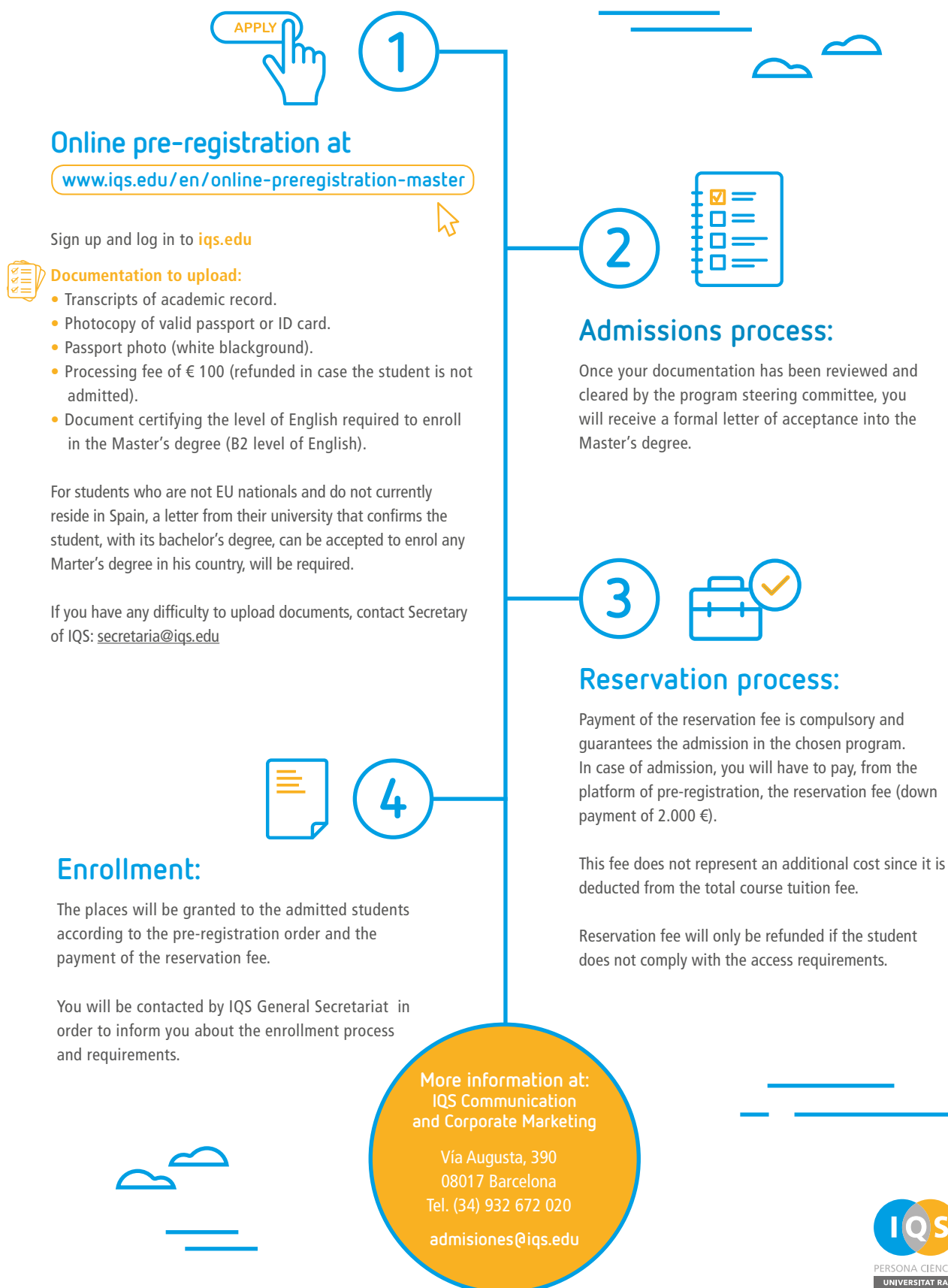
BUSINESS AND TERRITORIAL COMPETITIVENESS, INNOVATION AND SUSTAINABILITY

The PhD degree programme in Business and Territorial Competitiveness, Innovation and Sustainability is set within the "Aristos Campus Mundus 2015" framework. This initiative is the result of the strategic aggregation of three socially oriented universities (the University of Deusto, Comillas Pontifical University and Ramon Llull University).

The PhD degree programme provides insight into the different factors that affect the competitiveness of companies and territories with a view to contributing to the economic and social development of the world we live in. Particular emphasis is placed on innovation as an essential factor for competitiveness and on sustainability as a key element to guarantee the well-being of future generations.



Admission Process and Enrollment /



IQS UNIVERSITY PROGRAMS

Degrees

SCHOOL OF MANAGEMENT

Undergraduate Programs

- Business Administration and Management (gradual Spanish-English)
- Business Administration and Management (entirely in English)
- International Marketing (with double international undergraduate degrees)

Graduate Programs

- Global Entrepreneurial Management (entirely in English)
- International Marketing in a Digital Environment / International Marketing & Sales Management (entirely in English)
- Auditing and Management Control
- Wealth and Financial Management
- Industrial Business Management

PhDs

- Business and Territorial Competitiveness, Innovation and Sustainability (CETIS)

SCHOOL OF ENGINEERING

Undergraduate Programs

- Biotechnology
- Pharmacy
- Industrial Engineering Technology
- Chemistry
- Chemical Engineering

Graduate Programs

- Analytical Chemistry
- Pharmaceutical Chemistry
- Materials Science and Engineering
- Chemical Engineering
- Industrial Engineering
- Bioengineering
- Postgraduate Program in Biotech and Pharmaceutical Industry*

PhDs

- Bioengineering
- Chemistry and Chemical Engineering

UNDERGRADUATE DUAL PROGRAMS

- Biotechnology and Business Administration
- Industrial Engineering Technology and Business Administration
- Chemistry and Business Administration
- Chemical Engineering and Business Administration
- Chemistry and Chemical Engineering

GRADUATE DUAL DEGREE PROGRAMS

- IQS School of Engineering Masters and Master's Degree in Industrial Business Management
- Master's Degree in Industrial Engineering and Master's Degree in Materials Science and Engineering
- Master's Degree in Chemical Engineering and Master's Degree in Industrial Engineering

* IQS private title

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Engineering
Accreditation
Commission

Chemical Engineering and
Industrial Engineering Programs,
accredited by the Engineering
Accreditation Commission of ABET



Institution accredited by the AACSB
(Association to Advance Collegiate
Schools of Business, USA)



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