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

6 IQS SCHOOL OF MANAGEMENT
**ACCREDITATIONS AND RANKINGS**

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

**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

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

**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**

- International Association of Jesuit Business Schools
- The International Honor Society: BETA GAMMA SIGMA - Recognizing Business Excellence
- PERSONA QENGO - EMPRESA - UNIVERSITAT RAMON LLULL

**MASTER IN INTERNATIONAL MARKETING IN A DIGITAL ENVIRONMENT / MASTER IN INTERNATIONAL MARKETING & SALES MANAGEMENT**
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).
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.

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@ius.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
- Internships opportunity within a company. Gain a practical work experience
- The faculty is composed of national and international specialists and inspiring business speakers
- Designed taking into account business requirements and new digital and sales professional profiles
- Career opportunities
- 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
- Internships opportunity within a company. Gain a practical work experience
- The faculty is composed of national and international specialists and inspiring business speakers
- Designed taking into account business requirements and new digital and sales professional profiles
- Career opportunities

- 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.
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:

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<tr>
<th>MASTER IN INTERNATIONAL MARKETING IN A DIGITAL ENVIRONMENT</th>
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<tbody>
<tr>
<td>INTERNATIONAL MARKETING MANAGEMENT</td>
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<tr>
<td>International Marketing Strategy (C)</td>
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<tr>
<td>International Marketing Management Simulation (C)</td>
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<td>International Brand Management (C)</td>
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<tr>
<td>International Product Development (C)</td>
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<td>International Marketing Planning (E)</td>
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<td>Global Retail Management (E)</td>
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<th>MARKETING RESEARCH &amp; BUSINESS INTELLIGENCE</th>
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<td>Advanced Market Research (C)</td>
<td>6</td>
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<td>Marketing Data Intelligence (C)</td>
<td>3</td>
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<tr>
<td>Quantitative Methods (E)</td>
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<td>Qualitative Methods (E)</td>
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<td>Digital Marketing Strategies (C)</td>
<td>3</td>
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<td>Social Media Management (C)</td>
<td>3</td>
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<tr>
<td>Mobile Marketing Applications (C)</td>
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<td>Digital Marketing Communications (C)</td>
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<tr>
<th>FINAL PROJECT (MASTER THESIS) &amp; INTERNSHIP</th>
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<tr>
<td>Final Project (C)</td>
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<td>Internship in Company (E)</td>
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<th>MASTER IN INTERNATIONAL MARKETING &amp; SALES MANAGEMENT</th>
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<td>International Sales Management</td>
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<tr>
<td>Selling Techniques for Business Clients</td>
<td>3</td>
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(C) Compulsory courses.
(E) Elective courses. Students only can select 12 ECTS of elective courses.

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”.

María 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 Fundación Empresas IQS and/or companies that took part in the last IQS Business Forum.
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.
Sign up and log in to iq.edu

Documentation to upload:
• Transcripts of academic record.
• Photocopy of valid passport or ID card.
• Passport photo (white background).
• Processing fee of €100 (refunded in case the student is not admitted).
• Document certifying the level of English required to enroll in the Master’s degree (B2 level of English).

For students who are not EU nationals and do not currently reside in Spain, a letter from their university that confirms the student, with its bachelor’s degree, can be accepted to enroll any Master’s degree in his country, will be required.

If you have any difficulty to upload documents, contact Secretary of IQS: secretaria@iqs.edu

Admissions process:
Once your documentation has been reviewed and cleared by the program steering committee, you will receive a formal letter of acceptance into the Master’s degree.

Reservation process:
Payment of the reservation fee is compulsory and guarantees the admission in the chosen program. In case of admission, you will have to pay, from the platform of pre-registration, the reservation fee (down payment of 2,000 €).

This fee does not represent an additional cost since it is deducted from the total course tuition fee.

Reservation fee will only be refunded if the student does not comply with the access requirements.

Enrollment:
The places will be granted to the admitted students according to the pre-registration order and the payment of the reservation fee.

You will be contacted by IQS General Secretariat in order to inform you about the enrollment process and requirements.

More information at:
IQS Communication and Corporate Marketing
Via Augusta, 390
08017 Barcelona
Tel. (34) 932 672 020
admisiones@iqs.edu
IQS UNIVERSITY PROGRAMS

Degrees

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

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)

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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