IEM DIGITAL BUSINESS SCHOOL



MASTER IN

Digital Marketing

A master's degree that trains professionals to lead in the digital world and online communication. Transform and enhance your professional future.

Specialized training for the new digital reality

01

From one to one

You are the most important.
We are more than a Business School. We listen to students and companies, we are close to them. Our way of creating business is based on generating relationships based on transparency and trust. We join and guide you in every step. Our students are part of the School, and in their formative evolution, they feel the proximity of the professors.

02

Future

We are a talent factory.
We identify your challenges, we guide you to choose the appropriate training and we promote you in your professional career.

03

Experience

Our years in the sector, our top-level teaching team and our proven methodology allow us to offer an up-to-date training programme that is adapted to the digital reality, with all the guarantees and exclusive treatment, satisfying increasingly demanding students and companies.

Intensive Lessons

Because delve into a subject with a specific purpose.

Active professio-nal teachers

Because experience is the best case of success.

Learning by doing

Because the best way to learn is by doing.

Academyc Director

Because your follow-up and planning is essential for us.

Project Development

Because you come out with your project ready to go.

Mentoring

Because your questions are important for us too.

Traineeship

Because the most important thing is to put what you have learned into practice.

Job Vacancies

Because we help you to find the job you are looking for.

Streaming (in live)

The Streaming classes are live and you must connect on the day and at the time your classes are taught. Throughout the master and session by session, exercises and real cases will be carried out so you will put into practice everything you have learned and you can also live the #ExperiencialEM from home, hanging on every word.

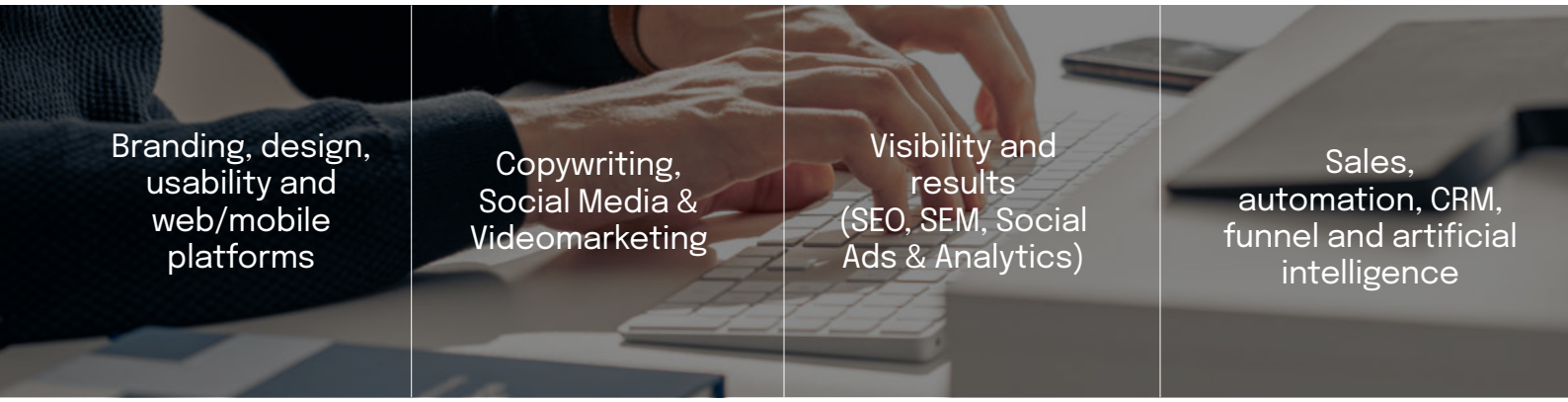
Face to face

You will live the #ExperiencialEM in person, just like streaming mode, throughout the master and session by session, each of the theoretical concepts learned will be put into practice.

A Master's degree that makes you a digital expert with a global vision of your business online strategy

In the Master Digital Marketing you will use the most innovative management techniques and you will make the most of the tools that professionals use to translate their digital marketing strategy on the web.

- You will control the current techniques, tools and skills of the digital environment.
- You will be able to face SEO projects, SEM, Social Media, Marketing Automization, and other areas of digital marketing.
- You will learn to create and manage campaigns in Google Ads, Facebook Ads, LinkedIn Ads, Instagram Ads, etc.
- You will be able to lead any online project.
- You will learn to professionally manage social networks.
- You will be able to create and implement a digital marketing strategy from beginning to end.
- You will increase your chances of finding a job or assuming new responsibilities.
- You will learn the last AIs trends that will help you to make your marketing more efficiently.



MASTER'S PROGRAM

Discover the study plan

1. DIGITAL MARKETING AND BRANDING FUNDAMENTALS

Understa the concepts of digital marketing and learn how to approach a strategic digital marketing plan, study branding as a differentiator element and work on creativity as the key to generating original ideas.

- The Digital Marketing Plan: phases of the marketing plan from the strategic to the operational part: analysis, setting of objectives, strategy, action plan, measurement and control.
- Branding: Brand territory

2. UX - UI

Discover the characteristics that a website must have to make the most of it: user experience, usability, accessibility and architecture.

- UX Research
- UX Design.
- Usability and accessibility
- Architecture
- Optimization

3. PLATFORMS AND LANDING PAGES

Create a perfect landing page ready to go and discover the different types of platforms and servers that exist to create your web or online store.

- Servers and domains
- Types of platforms
- Landing Pages

4. COPYWRITING

Learn how to make your clients fall in love with creative texts that generate results.

- Copywriting techniques
- Copywriting formulas
- How to write an ad for Facebook Ads
- Copywriting for a landing page

5. SOCIAL MEDIA

Learn how to build your brand's digital community on Social Networks and add value to your fans.

- Facebook, Twitter, LinkedIn, Instragram, Pinterest y TikTok.
- The algorithm in social networks
- Social media management and monitoring tools
- AI in Social Media

6. VIDEOMARKETING

Discover how to include Video in your marketing strategy.

- The use of video as a marketing strategy
- Video types
- Advertising video formats
- Videomarketing without Yotube
- Video SEO
- AI in video

7. ADVERTISING ON SOCIAL MEDIA

Learn how to manage PPC campaigns on your social networks to increase followers, improve engagement and attract new leads through your ads.

- Strategy and planning of the social ads campaign
- Facebook and Instagram Ads, Instagram Ads, Linkedlin Ads, Twitter Ads
- Measurement and control of campaigns

8. ECOMMERCE AND MARKETPLACES

Discover how marketplaces and different ecommerce platforms can be your greatest ally on your business's digitalization.

- Ecommerce platforms
- Ecommerce and marketplaces' strategies
- Logistics, shipping management
- Payment means and after-sales services

MASTER'S PROGRAM

Discover the study plan

9. GOOGLE ADS

Learn how to create, manage and optimize campaigns in Google Ads. Launch your search engine advertising

- The google seach network
- Structure of an account
- Keywords
- Search Campaigns
- Modification of campaigns
- Extensions
- Bid adjustments
- DKI (Dynamic keyword insertion)
- Tools
- Ad quality score and ranking
- Display/GDN

10. PERFORMANCE REPORTS

Learn how to measure and optimize the performance of your campaigns in Google Ads

- Audience , acquisition, behavior reports, conversion, ads.
- Creation of custom reports in Google Analytics
- Creation of Google Analytics Dashboards
- Other reporting forms: Data Studio, API, Google SpreadSheet,...
- Display/GDN

13. EMAIL MARKETING AND AUTOMATION

Develop a complete, coherent and effective email marketing strategy in company focussed on generating conversions and learn to automate them.

- Email marketing strategy and adaptation to Inbound Marketing
- Email marketing platforms
- Automation tools
- Implementation of the automation strategy
- Launching a marketing automation campaign

12. CONTENT AND SOCIAL MEDIA PLAN

Become the professional behind the Social Media strategy. Learn to prepare, plan and lead the strategy of a brand or company in social networks.

- Social media marketing vs web 2.0
- Social Media strategies and their link with the global strategy.
- The Social Media plan

11. POSITIONING IN SEARCH ENGINES

Discover the strategies to position your website on Google's top positions.

- SEO Onpage
  - Website planning for SEO
  - Positioning on maps
  - SEO factors in Page
  - Keyword selection
  - SEO and control tools
- SEO Offpage
  - SEO factors in Page
  - PageRank, Trustrank
  - Offpage strategies
  - Link Building
- Google Search Console.
- UX in SEO
- AI in SEO

14. MOBILE MARKETING

Desarrolla la actividad dedicada al diseño, implantación y ejecución de acciones de marketing realizadas a través de dispositivos móviles.

- Responsive Design.
- WebApp or Market Channels and their Applications
- ASO (App Search Optimization).
- UX Mobile (Design and User Experience)
- Metrics and analysis of results

15. NEW TRENDS

Find out marketing's new trends on digital environments.

- Social commerce
- Metaverse
- Native and programatic advertisement
- NFT y Cookieless
- AI in digital marketing

Discover the study plan

16. MARKETING AND SALES STRATEGY DESIGN

Learn to design sales funnels and conversion funnels in an agile way.

- Conversion funnel design
- Sales strategy
- Business model definition

17. WEB ANALYTICS

Learn how to dominate the interface of google Analytics and Google Tag Manager and make the most of your presence on the internet.

- Creation and configuration of Google Analytics
- Campaigns measurement and ecommerce analysis
- Account, property and filters
- Metrics and dimensions
- Custom Reports and Dashboards

18. GOOGLE TAG MANAGER

Learn how to work with Google Tag Manager to get more information about conversions and interactions on your website.

- Creation and configuration of the account.
- Implementation of Google Tag Manager:
- Tags, Triggers and variables
- Measure clicks, downloads, forms...
- Conversion tracking

19. GLOBAL STRATEGY

Learn to play the levers that will launch your lead generation strategy for your digital marketing plan.

- Strategy design
- Lead generation channels
- Actions and start-up
- Analysis of results

20. DIGITAL MARKETING PLAN

Prepare and elaborate your digital marketing plan working on the strategic part, the action planning, the measurement and control of it and the budget item.

- How to build a digital marketing plan step by step: strategy, planning, execution and control
- Marketing budget
- How to argue your idea in 10-15 minutes
- Real cases

Proyecto Final

Because there is no better way to learn digital marketing than by putting it into practice.

During the development of the Master, with the support of teachers-tutors, you will develop your own project.



PRACTICES FOR STUDENTS

Access the labor market

Acquire valuable work experience and start building a new professional future through company traineeship, thus increasing the chances of finding work in the sector that you are most passionate about.

The traineeship is an activity carried out by students in private companies at the end of the master's degree. Thanks to this traineeship, you will be able to put into practice the knowledge learned in class and take it to the reality of a company. The objective is to apply for a job with a minimum of experience and knowledge of the sector.

We promote your professional career.
Both the School and the teachers seek to develop your skills from a practical point of view in order to enhance them in your day-to-day life. We are constantly searching for new trends and knowledge to incorporate them into the training offer, to constantly innovate and be a benchmark in digital training.

Business Traineeship

Students have access to voluntary Internships

Knowledge and skills

Participating in real projects of a company provides you with lot of knowledge and skills that will help you develop professionally.

Career Development

There is a career development department that gives you support and help during and after taking the master's degree. This department offers you

- Improve your CV.
- study of the student's CV and study of the offer so you will make the perfect match.
- If you need it, we will help you to prepare your job interview.

Freedom of choice of companies

Within all the company offers, you will be the one to decide where to do the internship. We believe that one of the keys to success is deciding your own path, and we help you to achieve it.

Company reality

You will be able to immerse yourself in the reality of companies and put into practice everything you have learned to develop your new professional skills, always advised by the most qualified teachers.

Alumni Network

You will be part of the Alumni Network, which will give you access to the regularly updated job offers, discounts with partner companies, attendance at IEM events, and discounts on any academic training you do with us.

Networking

Generate a network of contacts in the sector and establish new synergies with them. Networking is the basis of the potential of your ideas, make the most of it both in class and at the events we organize.

Hiring

Accumulating experience, you will have a better Chance of being hired when applying for a new job. In addition, a high percentage of the companies that collaborate with IEM incorporate students who have done internships with them.

INTERNATIONAL STUDENTS

WE HELP YOU TO PREPARE YOUR ACCOMMODATION

Visa

We manage the processing of your visa. We prepare all the necessary documentation so that you can study with complete calm.

Accommodation

Discount on accommodation. To make finding accommodation easier for you, the school offers a special discount for accommodation rentals.

WHO IS IT AIMED AT?

This Master is for you

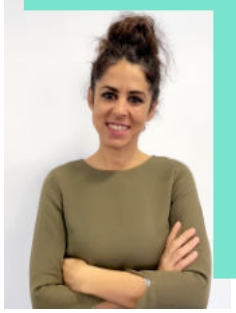
A training aimed at journalists, communication and marketing professionals, and entrepreneurs. Preparing you to be a future digital marketer. Are you one of them?



Companies where our students work

Berklee College of Music · ZEUS · Circuit Ricardo Tormo · Jeff · cecotec · GANDIABLASCO · Mutua Universal · vithas · Tomeso · BIG BUY · zummo · consum · Louis Vuitton · Norauto · Valencia CF · elPOZO · sesame

Profesionales que forman profesionales



Isabel Moreno
FUNDADORA - DIRECTORA DE MARKETING Y PROYECTOS
BYEDINOSAURIO



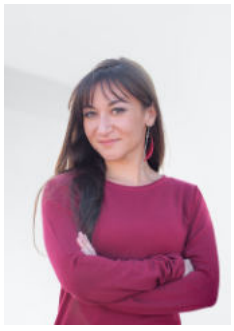
Pablo Esteve
BRAND SPECIALIST/CREATIVE DIRECTOR
CULTBRAND AGENCY



Israel Griol
ECOSYSTEM RESPONSABLE
STARTUPV



Mar Tarín
DIGITAL MARKETING STRATEGIST
PINCHAAQUI.ES



Aurélie Pons
CEO Y DISEÑADORA WEB
AURELYPONS.COM



Gorka Insausti
HEAD OF PPC & ANALYTICS
QUIRUMED



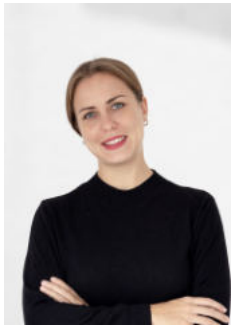
Alberto Sánchez
SENIOR SOCIAL MEDIA MANAGER
KASPERSKY



Alejandro Montoya
TRAFFIC MANAGER
NEWSKILL GAMING



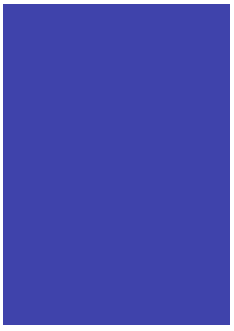
Jordi Nogués
HEAD OF SALES OPS.
SESAME HR



Linda Brandenstein
HEAD OF SEM & AFFILIATE
SKLUM



Irene Mollá
COPY MANAGER
FRESHLY COSMETICS



Marta del Campo
UX/UI
CAPGEMINI



Marcos de Honorato
VIDEO DESIGNER
MDH BRAND VIDEO

INVEST ON YOUR FUTURE

Call & Schedule

APRIL 2024 - OCTOBER 2024

3th Edición

- Presencial o Streaming
- **Monday:** 16:00 - 21:00h
  Wednesday: 16:00 - 21:00h
- **Duración:** 225h / 7 meses

4350€
Only payment

397€
12 payments

APRIL 2024 - OCTOBER 2024

4th Edición

- Presencial o Streaming
- **Tuesday:** 16:00 - 21:00h
  Thrusday: 16:00 - 21:00h
- **Duración:** 225h / 7 meses

4350€
Only payment

397€
12 payments

BONUSABLE AND FINANCING

We help you

Financing

We offer a flexible financing service, we want you to be able to access quality training and that money is not a problem through Banco Sabadell.

Sabadell

Bonusable Training

We manage the training bonus free of charge through the State Foundation for employment so that you do not have to worry about anything or pay for it. If you are currently active, you can discount the Digital Marketing Master.

You can contact us and we will inform you of how everything works.

IEM STUDENTS TELL YOU

People first and foremost

A un mes de terminar el Master en Digital Marketing, solo puedo decir que ha cumplido completamente con mis expectativas. El trato que me dieron desde el principio fue genial, además de inspirarme mucha confianza. Gracias!!!

Esther Mínguez
CRM SPECIALIST
THE WOW PATIO

"Six months later and the big day to present the final project has arrived. I thank my classmates who made classes and days more fun and easy and I also thank IEM Business School and all the teachers who have made this MBA a big step in my life.

Beatriz Passoni
CRM SPECIALIST
BIOSSANCE



IEM DIGITAL BUSINESS SCHOOL

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Request yout place and admission to the Master

Due to the limited number of places called, the process of registration and enrollment of candidates is carried out in strict order of arrival of the formalization form. To do this, they must fill out the form available on the website or request it from the Admision Department of IEM Digital Business School.

IEM DIGITAL BUSINESS SCHOOL