

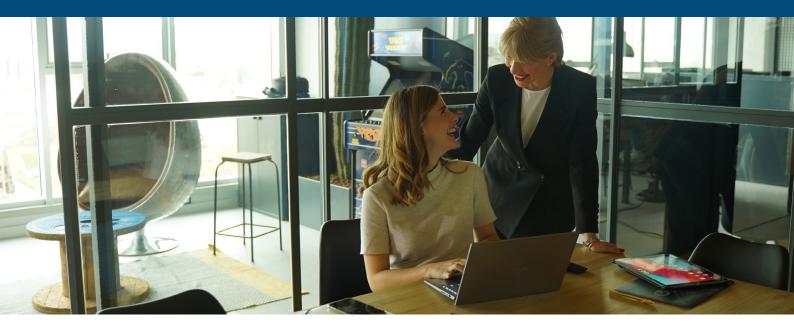






Master's Degree in

Marketing and Communication



Mode	On Campus
□ Duration	1 years
Credits	60 ECTS
€ Fee	7,500 €/per year
Ocampus	Murcia
«ξ Language	English
R Places	35
	November

"We appreciated the program's official recognition and the diverse academic backgrounds of our classmates, which made the experience truly enriching."

M^a José Guerrero and Mónica Vázquez, UCAM Alumni

WANT TO LEAD THE WORLD OF MARKETING AND COMMUNICATION?

Master the art of strategic thinking, creativity, and communication. Study the Master's in Marketing and Communication to **develop** the skills needed to lead in today's fast-paced business world. Acquire deep knowledge in digital marketing, brand strategy, media planning, and communication management to set yourself apart in a competitive job market.

If you're passionate about **innovation**, **global marketing strategies**, **and the power of communication**, this Master's will provide the global perspective you need to thrive in companies of all sizes, from startups to multinational corporations.

IS THE MASTER'S IN MARKETING AND COMMUNICATION FOR YOU?

UCAM's Master's in Marketing and Communication is designed for individuals who want to **specialize** in the rapidly evolving field of **marketing and communication**, with a focus on practical and strategic skills.

Whether you aim to lead marketing teams or enhance your digital communication expertise, this programme offers everything you need to excel.

Career Opportunities

Graduates of the Master's in Marketing and Communication are prepared for key roles in the marketing and communication field, including:

- → Marketing Manager
- → Creative Planner
- → Community Manager
- → Product Manager
- → Social Media Manager
- → Digital Manager
- → Head of Marketing
- → Strategic Planner
- → Brand Content Manager
- → Media Planner



More Information

Curriculum

Compulsory Common Module

Subject	ECTS	Type	Semester
Strategic Marketing	5	ОВ	1st
Marketing Management in the New Globalised Economy	5	ОВ	1st
Operational Marketing	5	ОВ	1st
Sales Management and Marketing	5	ОВ	1st
Communication Management in the Corporate World	5	ОВ	1st
Digital Communication and Marketing	5	ОВ	1st
Demand Analysis and Market Research	5	ОВ	2nd
Cross-Platform Digital Marketing and Communication	9	ОВ	2nd

Practical Module

Subject	ECTS	Type	Semester
Intership	9	EI	2nd
End of Master Degree	7	MD	2nd

