




# Master's Degree in Marketing and Communication



	Mode	<b>On Campus</b>
	Duration	<b>1 years</b>
	Credits	<b>60 ECTS</b>
	Fee	<b>7,500 €/per year</b>
	Campus	<b>Murcia</b>
	Language	<b>English</b>
	Places	<b>35</b>
	Intake	<b>November</b>

## 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.

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

M<sup>a</sup> José Guerrero and Mónica Vázquez,  
UCAM Alumni

## 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	OB	1st
Marketing Management in the New Globalised Economy	5	OB	1st
Operational Marketing	5	OB	1st
Sales Management and Marketing	5	OB	1st
Communication Management in the Corporate World	5	OB	1st
Digital Communication and Marketing	5	OB	1st
Demand Analysis and Market Research	5	OB	2nd
Cross-Platform Digital Marketing and Communication	9	OB	2nd

### Practical Module

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

