

BACHELOR IN

# Communication and Digital Media

Bring out your creativity  
and make brands matter

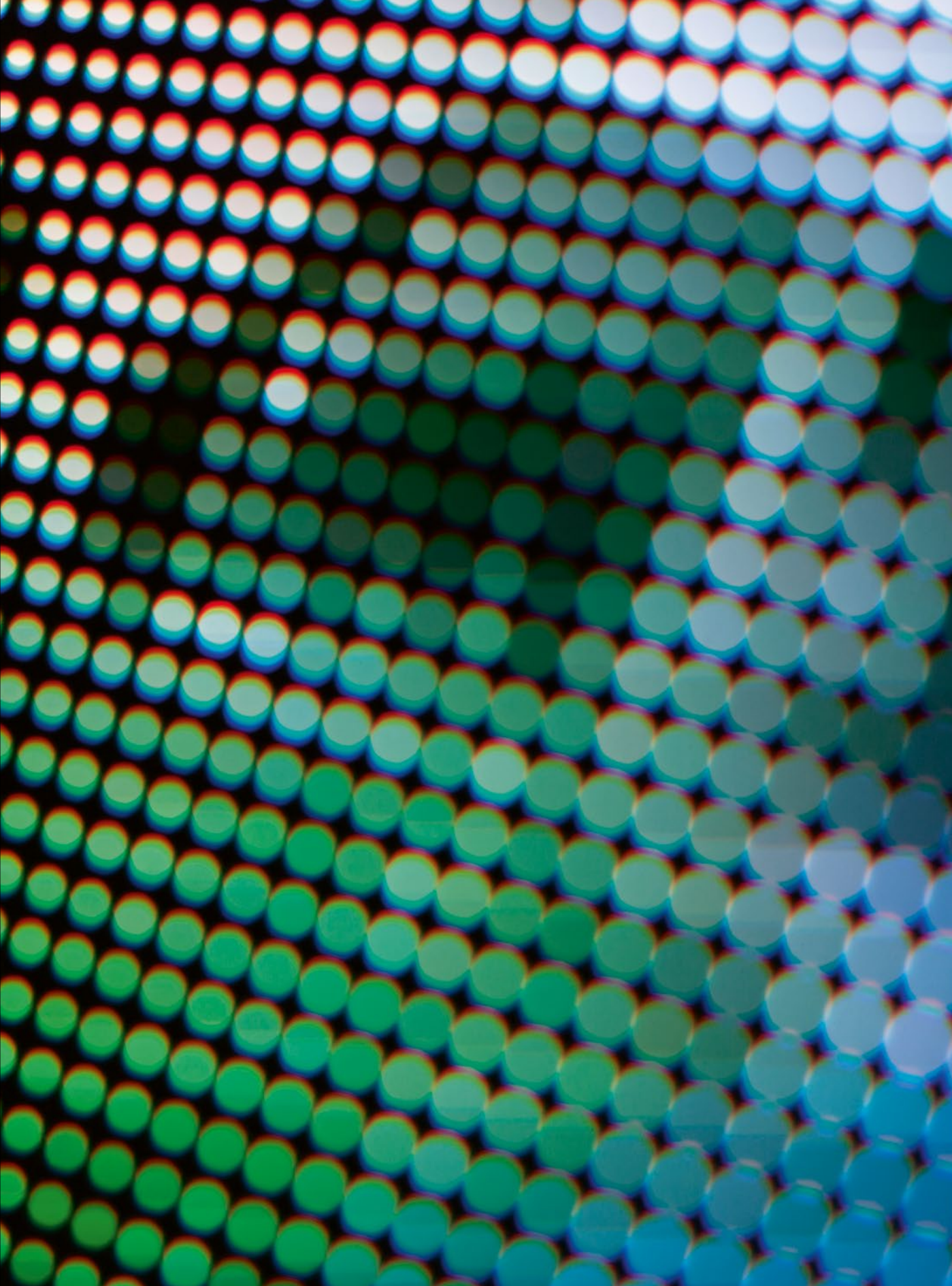
Type of Degree	Undergraduate
Language	English
Format	Full-time
Location	Segovia and Madrid *
Duration	4 years
Start / Date	September

\* For students enrolled in the 2017-18 intake and onwards

IE University's program in Communication and Digital Media is aimed at students who wish to play an active role in making brands stand out. This program provides solid foundations and a hands-on approach in the practice of communication with a strong corporate and content creation focus. It offers our students the skills required to create, shape, deliver and measure successful communication strategies in a wide range of formats and platforms. The expertise of our faculty, coupled with a truly diverse environment, provides the perfect setting to guide our students as they tap into their creativity to develop meaningful messages relevant to global audiences.



VIEW THE  
INTERACTIVE  
BROCHURE





You've just opened the brochure that will guide you through the first steps to becoming the person you want to be. It will give you a detailed view of the IE University student experience and, specifically, what life is like as part of the IE School of Human Sciences and Technology. Learn firsthand about the amazing journey you will embark on over the next four years and the opportunities available to you as an IE student. By the time you're finished reading, you'll be one step closer to becoming part of the talented community we are so proud of.

YOU'VE GOT A MESSAGE!

**Dear Student,**

Welcome to your future! We are thrilled that you have chosen the IE School of Human Sciences and Technology as the institution to undergo one of the most challenging and gratifying stages of your life: your university years.

We are looking forward to guiding you through this journey and encouraging you to acquire knowledge and develop the skills, discipline, and ethics needed to become a leader in the communication and media professions.

In the IE Bachelor in Communication and Digital Media program, we are committed to training passionate and dedicated students to apply their creative and managerial skills to the fields of corporate and marketing communication and digital and visual media. We do so by introducing our students to the latest trends in the field, which prepares them to meaningfully contribute to the industry, either as executives in companies, agencies and public institutions, or as entrepreneurs.

At IE University, we take pride in our reputation for giving consistent, high-quality academic guidance and mentoring to ensure your professional success. Make sure you make the most of the experience! Ultimately, our success as mentors relies largely on how seriously you take responsibility for your education and how eager you are to embrace all the opportunities we make available to you. Over the next four years, in addition to the thrilling classroom experience with your fellow Communication and Digital Media students, you will have the option to engage in labs, clubs and advanced seminars along with students from other degrees. You will also be offered the choice of studying abroad or doing internships. In other words, you will be given many opportunities to widen your perspective on the field of Communication and Digital Media within an environment that's international, exciting, and diverse in terms of both faculty and students.

On behalf of our faculty of highly accomplished academics and practitioners, I would like to give you our warmest welcome to IE University. We very much look forward to guiding you through the next four years, and seeing you blossom and grow into the best communication professional that you can be.

**Iôna de Macêdo**

Academic Director of the Bachelor  
in Communication and Digital Media



# IE School of Human Sciences and Technology

At IE School of Human Sciences and Technology, we believe it is critical that graduates possess not only deep expertise within their chosen area of study, but also the ability to think, work, and innovate across disciplinary boundaries. Our graduates also gain the cross-cultural awareness, entrepreneurial mindset and behavioral skills necessary to work effectively in the teams and organizations in which they pursue their careers.



## THE SCHOOL

The mission of IE School of Human Sciences and Technology is to educate a generation of global professionals who can leverage the power of science, communications, and technology. Our graduates will be able to address the most difficult challenges facing business, government and society.

## PROGRAMS

Our bachelors, masters, and executive programs put emphasis on understanding, engaging, and enabling people in the many contexts in which they work and live – as consumers, employees, leaders, citizens and members of families and communities.

## OTHER BACHELORS BESIDES THE BACHELOR IN COMMUNICATION AND DIGITAL MEDIA:

### **Bachelor in Data and Business Analytics**

The Bachelor in Data and Business Analytics is aimed at analytical driven individuals who possess strong critical thinking abilities and wish to harness the power of data to transform the world. This revolutionary degree, designed with the expertise of the IE School of Human Sciences and Technology, prepares the next generation of global pioneers who can work with data to solve the most pressing challenges of businesses and institutions. Through an applied learning methodology and a hands-on approach students learn to manage the most innovative technologies and

tools to exploit the true power of data to create value for companies and societies.

### **Bachelor in Behavior and Social Sciences**

The Bachelor in Behavior and Social Sciences is a hands-on and multidisciplinary degree that empowers students to study, understand, and influence people and society. This practical program, designed with the expertise of the IE School of Human Sciences and Technology, aims to train a new generation of experts who can study the complexity of human behavior using a multidisciplinary approach that combines a diverse range of disciplines, tools, and skills. Based on a holistic and management-based



methodology, this challenging and intellectually stimulating program is aimed at individuals who wish to have a positive impact on consumers, organizations, and society through the exploration and analysis of human conduct.

#### **Bachelor in Economics**

In this rigorous and challenging program students study econometrics, political science, applied analytics, behavioral science and technology to analyze the new reality of economics and how it affects the diverse contexts in which we live and work.

#### **Bachelor in Computer Science and Artificial Intelligence**

This is a top-tier program for disruptive individuals aspiring to

change the world of technology as we know it. In this degree, participants use design theory and innovation to build digital technology that breaks new ground.

#### **Dual Degree in Philosophy, Politics, Law and Economics + Data and Business Analytics**

#### **Dual Degree in Business Administration + Data and Business Analytics**

#### **MASTERS**

- › Master in Business Analytics & Big Data.
- › Master in Market Research & Consumer Behavior.
- › Master in Visual and Digital Media.

› Master in Corporate & Marketing Communication.

› Global Master in Business Analytics & Big Data.

› Master in Talent Development & Human Resources.

› Master in Customer Experience & Innovation.

› Executive Master in Positive Leadership and Strategy.

› Master in Digital Business and Innovation.

› Master in Computer Science and Business Technology.

› Executive Master in Digital Transformation & Innovation Leadership.

› Master in Digital Marketing.





# My Studies



At IE University, students have the possibility to work with the latest technology equipment, enriching their future professional career

Studying at IE University means not only that you will receive the most up-to-date education; you will also be joining a community of exceptional academics who share your passion and look forward to guiding you throughout your degree. They will help you learn and provide you with the tools that will help you become the professional you want to be.

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# FIVE REASONS TO STUDY THIS DEGREE AT IE UNIVERSITY

Live a unique experience

## LIVE THE MEDIALAB

IE has been ranked 5th worldwide for innovation in technologies and teaching. This program delivers an innovative practical approach that involves extensive training in the MediaLab, which is equipped with the latest tools and digital technologies. More than a space, the MediaLab is a culture where you will have access to all the resources, methodologies and support you need to bring your ideas to life.

## BE PART OF AN UNMATCHED INTERNATIONAL EXPERIENCE

Our rich diversity provides an environment that will give you the international outlook needed to be successful on a global scale. With over 70% of students coming from outside Spain, representing over 130 countries, you will study in a truly diverse community. In addition, exchange programs with prestigious partners worldwide and internship opportunities around the world will offer you an unmatched international experience.

5

4

1

## BRIDGE THE GAP BETWEEN STRATEGY AND CREATIVITY

This unique degree transcends the boundaries of conventional communication programs. In this program, you will unleash your creativity through diverse methodologies and tools. You will learn how to tie your creative skills with effective and meaningful communication strategies to deliver the right messages to the right audiences.

2

## BENEFIT FROM A UNIQUE COMBINATION OF EXPERTISE

IE's extensive expertise in human sciences and technology, coupled with IE Business School's know-how, provides the perfect combination to train our students to become an active part of the media and communication industries.

5

## OBTAIN A FULLY ACCREDITED DEGREE

The Bachelor in Communication and Digital Media is fully compliant with the Bologna Process and accredited by the Spanish government and the European Higher Education Area (EHEA). This 4-year program consists of a total of 240 ECTS credits.

# STUDENT PROFILE

## Defining your future

IE University welcomes students who embrace change and seek an innovative learning experience. Our unique community is formed by students from over a hundred countries and a faculty made up of prestigious academics, successful professionals, and industry leaders. Through a personalized path and a student-centered methodology, IE University helps students enhance their unique value and play a leading role in shaping the world.

### THE BACHELOR IN COMMUNICATION AND DIGITAL MEDIA

IS FOR INDIVIDUALS WHO ARE creative, cosmopolitan, and open to the world. You aspire to influence, persuade and engage global audiences.

WHO ARE LOOKING FOR a program that develops their capacity to think critically and strategically. You want to develop technical and creative skills that allow you to connect and engage people with brands in creative ways.

### WHO WANT TO BECOME

An advertising champion;  
A digital content creator;  
A digital media strategist;  
A branding account executive;  
A communication manager;  
A marketing communication manager.

### GRADUATE PROFILE

The person you will become plays an active role in making brands stand out. He or she is a strategic but also creative professional who shapes and delivers meaningful messages in an ever-changing world. The person you will become rapidly adapts to the latest trends, has a strong corporate, marketing and content creation focus, cultivates relationships with offline and online stakeholders, and adds value to each and every brand.

# THE PILLARS OF COMMUNICATION AND DIGITAL MEDIA AT IE UNIVERSITY

Foster your creativity and  
make brands matter

IE University's Bachelor in *Communication and Digital Media* is aimed at students who wish to play an active role in making brands stand out. This program provides solid foundations and a hands-on approach to the practice of communication with a strong corporate, marketing and content creation focus. It offers our students the skills required to create, shape, deliver, and measure successful communication and marketing messages in a wide range of formats and platforms. The expertise of our faculty, coupled with a truly diverse environment, provides the perfect setting to guide our students as they tap into their creativity to develop meaningful messages relevant to global audiences.

## DEVELOP A VERSATILE PROFILE

This program has been designed to prepare multifaceted professionals who are capable of tackling challenges in the fast-paced communication and digital world. Thanks to the unique design and structure of this program, you will gain the essential knowledge and skills you need to become a corporate and marketing communication professional. As an expert in this field, you will be capable of leading teams in this thrilling and dynamic industry, whether it be in a business setting or a more commercial environment.

## UNLEASH YOUR CREATIVITY AND THINK CRITICALLY

Learning how to balance creativity and strategy is crucial for delivering successful communication campaigns. In this program you will unleash your creativity through challenges aimed at exploring the boundaries of your imagination. You will also learn how to combine these creative skills with strategic and critical thinking methods. This will allow you to channel your ideas into practical, effective communication strategies.

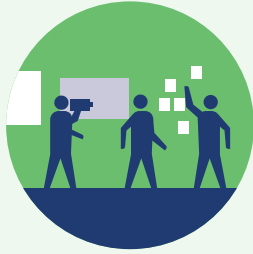
## MAKE AN IMPACT THROUGH CONTENT

Today more than ever, content plays a key role in delivering effective communication and marketing messages. In this program, you will learn how to create the right content for the right audiences, and how to deliver it through the most effective channels. You will learn these skills through practice and by applying class knowledge to real-life challenges and projects.

## EXPERIMENT IN THE MEDIALAB

Our MediaLab is the perfect environment to experiment and bring your projects to life. In this environment, you will have access to state-of-the-art resources and tools that will help you create, design, and produce all kinds of communication projects. The MediaLab is a key element of your undergraduate experience at IE University—a place where you'll be able to truly combine teamwork, creative skills, and strategic vision to make your ideas happen.

## WHAT IS COMMUNICATION AND DIGITAL MEDIA AT IE UNIVERSITY?



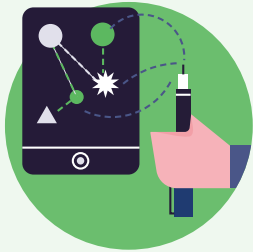
### MEDIA LAB

More than a place, it is a methodology, a culture, where ideas are brewed. Through teamwork, you will bring your ideas to reality. You will have access to state-of-the-art resources and tools to design and produce all kind of communication projects.



### LEAD CORPORATE COMMUNICATION

Learn how to orchestrate internal and external communications to build corporate branding, identity, responsibility and reputation. Gain the skills needed to manage communication crisis and issues. Study how to build corporate culture and values through communication to drive organizational excellence.



### UNLEASH YOUR CREATIVITY AND THINK CRITICALLY

Success in communication depends on learning how to balance creativity and strategy. Our students unleash their creativity to explore the confines of their imagination. They learn how to channel their creative ideas into effective strategies.



### BECOME AN EXPERT IN MARKETING COMMUNICATION

In this program you will learn how to manage diverse marketing channels and tools to communicate messages to markets and consumers. You will explore and study various marketing communication areas like advertising, branding, sponsorship, promotion, event management and public relations.



### CREATE CONTENT THAT MATTERS

The success of all communication plans and campaigns is determined by content. Learn how to create effective content for the right audiences to deliver successful communication messages in diverse media.

# STUDY PLAN

## The hunt for knowledge

### FIRST YEAR

Welcome to your first year! Here you will be introduced to the world of communication through globalization and the digital media ecosystem in order to understand the context of this world. From the very beginning, you will be immersed in the MediaLab, acquiring skills to create content through photography, videography, graphic design, infographics, and writing techniques.

You will complement your learning through our IE Module, where you'll learn about interpersonal skills, humanities, and ethics. In these subjects, you will be able to work and interface with students from different degrees, which will provide you with different perspectives.

If you want to start applying your knowledge in real companies, you can join one of the labs or do on an internship.

### SECOND YEAR

Throughout year two, you will explore the world of corporate communication, branding and visual storytelling, which will allow you to connect everything you've learned during year one and develop more complex content with a strong strategy behind it. You will also gain an understanding of the media and entertainment industries, social media and media relations.

Since you'll be applying communication to business, you will focus



on developing your organizational, leadership and resource management skills, which will be vital for achieving your professional goals in the future.

You will also have the chance to connect with the professional world by joining one of our labs or completing an internship.

### THIRD YEAR

To create meaningful content for your audiences, you need to understand who they are. You will learn the latest research methods and how to use consumer insights to create effective marketing strategies and high-impact advertising campaigns. The innovation lab will allow you to discover creative tools to unleash your ideas. You will also learn about other media formats through web design and gamification.

Through the *Integrated Communication Strategies* course, you will be able to connect all the knowledge and skills you've gained so far.

Through internships, you'll experience first-hand what it's like to work in the real world.

### FOURTH YEAR

The first semester of your last year will look a little different; you can take electives, go on exchange, or complete an internship. The second semester will be focused on developing your final project, which will be complemented by management focused courses such as *Creative Project Management*, *Entrepreneurship*, and *Consulting*.

## STUDY PLAN

### LOCATION\*

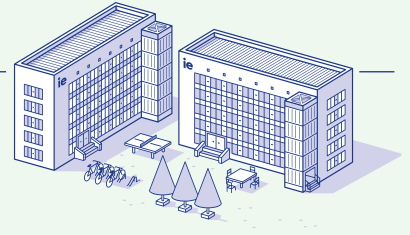
Segovia

YEARS 1 2



Madrid

YEARS 3 4



### FIRST YEAR

#### First Semester

Communication Foundations	Writing for Media
Photography	IE Module: Oral Skills
Globalization and Cross-Cultural Communication	IE Module: Writing Skills

#### Second Semester

Public Opinion, Persuasion and Engagement	Public Affairs and Non-Market Strategies
Visual and Digital Media Culture	IE Module: Technology Fluency
Graphic Design and Infographics	IE Module: Introduction to Management

### SECOND YEAR

#### First Semester

Media and Entertainment Industries	Visual Storytelling
Corporate Communication	Events Management
Digital Marketing and Social Media	IE Module: Professional Skills

#### Second Semester

Communication and Law	Consumer Culture
Webs and Apps Design	Media Relations and Media Training
Branding: Identity, Strategy and Reputation	IE Module: Humanities

### THIRD YEAR

#### First Semester

Advertising Creativity	Political Communication and Advocacy Campaigns
Innovation Lab: Creativity Tools	Gamification
Advertising Management and Media Distribution	IE Module: Representation and Media Ethics

#### Second Semester

Audience	Research Methods
Integrated Communication Strategies	Branded Content
Multimedia Narrative and Interactive Design	

### FOURTH YEAR

#### First Semester

Electives

#### Second Semester

Final Project	IE Module: Global Challenges
Creative Project Management	Consulting for Communication

#### COMPONENTS

Core Courses	60
Mandatory Courses	138
Elective Courses	30
Final Project	12
<b>Credits needed to graduate</b>	<b>240</b>

\* For students enrolled in the 2017-18 intake and onwards.

**Note:** this information is subject to change, please contact the Admissions Department for the updated curriculum.

# MEDIALAB

## The best environment for project-based learning

The MediaLab is where communication as a discipline comes alive at IE University. More than a mere space, the MediaLab is a concept: a culture where ideas are brewed and implemented, theory is applied, projects come to life, and creativity can be unleashed without limits. The IE School of Human Sciences and Technology provides the MediaLab to foster students' creative, managerial, and entrepreneurial abilities.

The MediaLab encompasses multiple physical spaces where you can unleash your creativity and innovate through the use of the latest technologies. The Lab is a place to experiment and learn how to develop and produce content across platforms. Here you will create videos, podcasts, illustrations, graphic designs, and websites.

As early as the first semester, you can start developing and producing content in different formats for various platforms. By the end of the fourth year, students interested in content production will have built a portfolio of materials that enhances their resumes. Students interested in the executive aspect of communications will use the MediaLab as a hub to

implement and manage the tools they will later need to convey messages professionally.

No matter your interests, the MediaLab will give you a head start in the competitive job market.

You will work on projects and assignments with fellow classmates, using the facilities as spaces to brainstorm, develop, create, collaborate, and exchange projects and ideas.

### THE MEDIALAB OFFERS THE FOLLOWING FACILITIES:

*The Oven* is a space designed for students to brainstorm and develop ideas. Here, you're free to meet, explore visual references, watch movies and

TV shows together, and come up with strategies to implement your own projects.

Once your projects are developed, you can go into production by using the *Production Studio* to execute your audiovisual projects or as a resource for technical support in the production stage. Alternatively, you can use the *Photography Studio* to conduct photo shoots for print and web projects.

The *Editing Room* is where you can edit and post-produce your audiovisual projects, or receive guidance from our technical staff as you choose how to best finalize your projects.





# LANGUAGE PROFICIENCY TRACK

## Develop the English skills needed for a successful international career

Studying at IEU means that once you graduate you will get immersed in an international environment and you will have to face challenges at a global scale. In order to prepare you for the real world and avoid language constraints, our Bachelors are fully delivered in English. For those who need to improve their language skills in order to study in this international language and graduate with a proficiency level of the language, we offer a special track during the first year.

The Language Proficiency Track (LPT) has been designed for those students who wish to progressively adapt to studying fully in English at IE University. This track is available for first-year students of this program. The LPT will allow you to access the Bachelors and Dual Degrees fully in English and study with people from over 130 nationalities while reinforcing your language skills. The enrolled students have an early start that begins a few weeks before the academic year, and lasts one academic year.

### **Summer Early Start**

Here you will go through the first unit of the English Proficiency Course and you will study all the courses in English. The Summer Early Start will begin in mid-August until the official start date of the course.

### **Continuous support throughout the first year**

In addition to your regular subjects, throughout your first year you will have some mandatory courses that are meant to improve your English skills to reach the required level.

### **WHO IS IT FOR?**

All non-native English speakers' candidates who need to enhance their English skills from their very first year of studies in order to go through the whole degree in this language.

### **THINGS TO REMEMBER**

1. The Language Proficiency Track is mandatory for those candidates who have been admitted to the LPT courses. This will not only enhance their language skills, but it will help them build their confidence, acclimatize and adjust culturally.
2. The Summer Early Start is not replaceable for a summer course abroad or English classes in an academy, since it is part of the Bachelor Degree programs and you will go through specific content relevant for your business and laws studies..
3. The reinforcement subjects are compulsory and cannot be replaced by other courses.
4. In year 2 all LPT students will study the exact same subjects as the other undergraduate students.

THIS IS HOW YOUR FIRST ACADEMIC YEAR  
WILL LOOK IF YOU DO THE LPT



# PROFESSIONAL CAREERS

## A world of opportunity

Once you finish your degree, you'll be ready to develop your career in a wide range of areas. Whether you are inspired by working in media and independent production companies, advertising, communication consultant firms, market research, publishing, PR and events development, digital marketing and social media strategies, or even starting your own company, as an IE Communication and Digital Media graduate, you will be more than prepared to use your expertise in fostering innovation to make a positive impact in your field and potentially beyond. Below you will find some of the areas you can specialize in.

### CREATIVE CONTENT

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#### AGENCIES



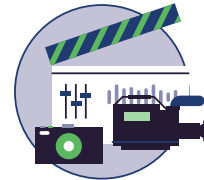
#### **Build brand identity through content**

If you decide to work on building identity through content, you'll be involved in branding strategies, creating and managing advertising and marketing campaigns, photography and video productions, web and app design, branding content and storytelling, and events production.



#### **Nurture transmedia exposure**

If you prefer to create transmedia exposure, then you'll be doing media planning, public relations, digital marketing, and social media strategy and community management.



#### **Develop and produce audiovisual content**

If audiovisual companies are what you are passionate about, you'll develop creative content, and be in charge of production planning and management. You will also be involved in content sales and acquisition, as well as audiovisual product marketing and distribution.

## CORPORATE

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### Communication departments at companies and NGOs

When it comes to building and managing strategies for organizations, you will manage corporate communication, marketing and communication, strategy planning, crisis management, and corporate social responsibility and advocacy campaigns.



### Consultancy

If you decide to enhance and provide innovation to businesses, you will be doing PR and reputation measurement and management. You will also be involved in innovation and digital transformation, user-centered design and public affairs.



“All of the courses and professors at IE University have helped me to always think outside the box and approach problems from new angles. They also pushed me to carry out more research in order to obtain the best results. Now, I’m able to put all these skills into practice in my new position at CBRE. They want me to be able to take initiative, and thanks to IE University, I have all the right skills and tools”

**Carmen Pearce**, from Spain, is working as a Marketing Assistant at CBRE in Toronto. She is a graduate of the Bachelor in Communication and Digital Media.



## Balloon festival in Segovia

A spectacular short video was created as online promotional material for an upcoming balloon festival in Segovia. For over two months, the students worked with the company Siempre en las Nubes, from concept development to production, at IEU's CommLab. Since the festival was organized in partnership with the city hall, one of the client's requirements was to include shots of balloons alongside different Segovian landmarks.

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### AUTHORS

Egor Kas  
Laura Ortega  
Pedro Yagüe  
Esaú Gozalo  
Felipe Rukavina  
Cindia Escalante

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### SUBJECT

CommLab

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### TUTOR

Diana Gómez



SCAN THE CODE  
TO WATCH THE  
FULL VIDEO AND  
OTHER STUDENTS  
PROJECTS



Some of the captured images taken from the promotional video recorded in some locations around Segovia

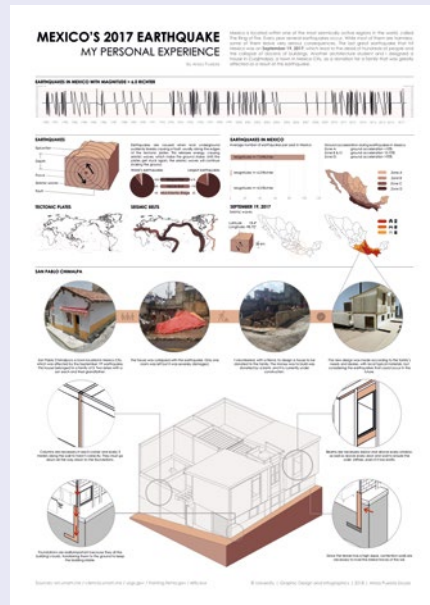
Our team of six students, led by lab director Diana Gómez, filmed balloon flights on several occasions. We received notice just a day or two before each balloon flight, and distributed available team members in different strategic locations around Segovia to get the widest variety of angles. With all of the material we generated, we were able to find the best shots during the post-production process, and add another layer of storytelling through music, editing, and sound design.

Since the piece was made to be seen online and on social media, we added dynamically integrated text with information about the upcoming festival so audiences were able to watch the video quickly and understand the message on the go, even without sound.



## Final project: infographic posters

For this course's final project, students were tasked with creating an infographic—or a visual representation of information that can be easily understood at a glance. First, the students had to choose a topic that could be told as an interesting and valuable story for the target audience. Then, the students had to analyze the information and select which content was pertinent, in order to develop a powerful visual narrative. The students brought the visual style to life, crafting a coherent and all-encompassing visual system. Finally, the poster itself was created. On the last day of class, the posters were printed, hung up, and presented. The objective of this project was to bring communication to the next level through graphic design and visual synthesis.



001

“We cannot stop earthquakes from happening, but we can change the negative consequences they bring about by addressing the cause of the problem”

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### AUTHORS

Ahisa Puebla	001
Andrea Antón	002
Santiago Díaz	003
Penelope Piraino	004
Andrea Carolina Vitols	005

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### SUBJECT

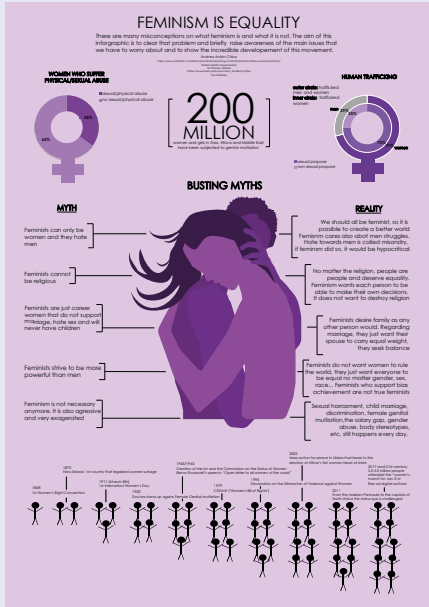
Graphic Design and Infographics

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### TUTOR

Diana Gómez





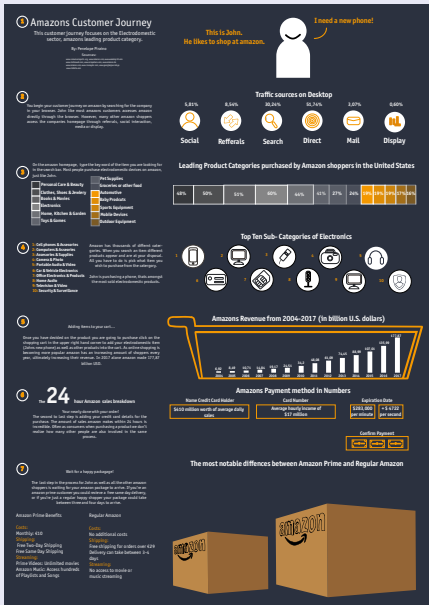
002

"I decided to create an infographic about feminism. There are many people who have developed an extremist approach instead of positively contributing to the cause"



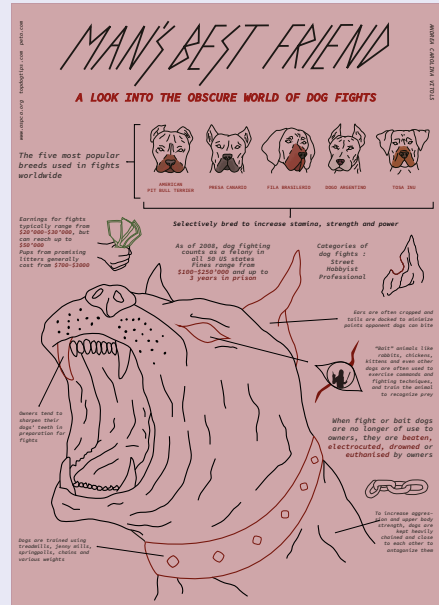
003

"I based my project on my dream surfing trip: a 15-day road trip along Australia's east coast"



004

"My infographic, entitled *Amazon's Customer Journey*, follows the experience of a customer shopping for home appliances online"



005

"As an animal lover and enthusiast, I decided to shed some light on the underground world of dog fighting"

## Discomfort

The LEAP Conference is an impactful initiative that seeks to inspire its audience with the stories behind how the most ambitious minds came to achieve their breakthrough experiences.



Under the motto of *discomfort*, the posters want to break away from traditional event designs



**AUTHORS**

Esau Gozalo  
Isabella D'Ambrosio  
Giulia Camargo  
João Gois  
Andrea Trevisan  
Himanshu Tripathi

**PROJECT**

LEAP Conference

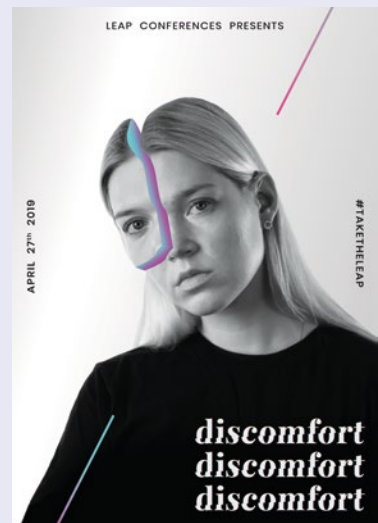
**TUTOR**

Iona De Macedo

Organized for students and by students, the topic of discussion this year was discomfort. More specifically, there was a discussion on how students can apply specific tools to break away from traditional boundaries surrounding the topic.

The event's guests were also able to listen to a range of speakers, from Lorent Saleh, a Venezuelan human rights activist, to Eva Herber, a professor at IE University and psychologist. Students were able to approach the topic of discomfort from a range of perspectives, and learn how they can best tackle the problems that may arise from it. There were also five different workshops that students could participate in. This allowed students to adapt their conference experience to their interests, choosing the workshops that were best suited to their passions.

24  
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25





# My Enrichment Opportunities



From their first year, students form close ties with their classmates and with students from higher classes, who help and guide them throughout their journey

Your experience at IE University will involve a lot more than your academic studies; we offer an exceptional range of opportunities that allow you to tailor your studies to suit your specific career goals and enhance your employability by obtaining extra qualifications.

IE University takes an applied and student-centered approach to education, identifying your unique strengths and giving you the chance to build your own path.

In addition to the core degree, you will be able to personalize your program and develop your skills by adding complementary courses, advanced seminars, internships and IEU LABs.

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# IEU LABS

## Learn by doing

IEU LABs are IE University's alternative to traditional work placements. They provide hands-on, internship-like experience on campus to first- and second-year students who wish to begin gaining professional experience. There are nine labs to choose from, and each allows you to build your professional profile and gain valuable practical knowledge of different sectors. You will also extend your professional network through direct contact with managers and directors of leading companies.

Throughout the program, you will work under the tutorship of professors, while experts provide training in areas like marketing, funding, and strategy and legal aspects, among others.

When the time comes to choose, you will be able to apply to a lab that matches your professional interests, or try one outside of your field of study in order to broaden your knowledge and work with students from other programs.

All labs start at the beginning of the academic year and continue year-round. In May and June, you will work full-time in the IEU LABs and participate in common modules and activities, including advanced seminars for professional skills, weekly presentations of your work, business simulations, and extracurricular activities.

Want to learn about the labs we offer? Keep reading!

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"The IEU LABs give students a genuine taste of work as members of a consultancy team in the sector of their choice, from design to finance. Already, various labs have had real-world successes, providing solutions for clients including Madrid's Thyssen-Bornemisza Museum and the investment bank Arcano."

**Isabel Sánchez,**  
Director of IEU LABs and Business  
Administration Undergraduate Studies

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## Start-Up Lab

The *IEU Start-Up Lab* is an incubator where you can develop your business plans and make them investment-ready with guidance from professors and entrepreneurs.

### Sample project:

#### PAELLA CHEF

**Objective:** specialize in the creation and distribution of canned paella in Spain and the rest of the world.

**Best things about it:** we got to start a company from scratch and be present at each step of the process, from the business plan to the corporate image. We knew that in June we were presenting to real investors, which was very motivating!

**Most challenging aspect:** customer acquisition. Even though we stated how we were planning on reaching out to customers—through paid research, organic research/SEO, PR, social media, inside sales, etc.—we ended up realizing that some of our assumptions were wrong or too expensive, so we had to rethink our customer acquisition protocols.

Members of the *Social Impact Lab* in an aid program in Ghana with local volunteers



## Marketing Lab

In the *Marketing Lab*, you will be involved in brand building, strategy creation, and the implementation of marketing plans. You will also work on marketing research and consumer insights for a range of companies and institutions, as well as offer support to new startups and entrepreneurs at IEU.

**Sample project:**  
PÉREZ-LLORCA

**Objective:** analyze a law firm's website, compare it with the global market and come up with a proposal that will differentiate it from its competitors.

**Best things about it:** meeting with the client to obtain feedback and adapt our proposals to best meet their requirements and needs. Knowing that they were going to implement our ideas was a huge motivation.

**Most challenging aspect:** finding the perfect balance between being creative and innovative while also staying loyal to the brand's image and values.

## IR Lab

This lab is a fully tutored working space where you can execute professional projects with an international dimension for private companies, public organizations, and nonprofits. Our partner institutions work in different industries and sectors: consultancy, international development, public affairs, diplomacy, etc.

**Sample project:**  
WEBER SHANDWICK

**Objective:** analyze the political, social, economic, and legal trends that Weber Shandwick's multinational clients must be aware of while doing business in different countries, in order to propose an institutional relations and communication strategy.

**Best things about it:** the opportunity to work in multidisciplinary teams, guided by Weber Shandwick experts, and identify industry insights that allowed us to come up with accurate analyses and proposals.

**Most challenging aspect:** presenting results and strategy proposals to the clients that were worthy of Weber Shandwick's reputation and market standards.

## Social Impact Lab

In this lab, you can work with nonprofit organizations and other initiatives to manage social projects in international settings. You will also have the option to travel to developing countries in order to participate in real projects that have a visible, tangible effect.

**Sample project:**  
FINANCIERS WITHOUT BORDERS NGO

**Objective:** develop a microcredit project and a basic financial literacy course to improve the socioeconomic conditions of the Larbie community in Awutu, Ghana.

**Best things about it:** we got to travel to Ghana for research and data collection, which was a fantastic experience. All the information we obtained was used to provide financial and organizational recommendations so that the institutions we were working with could achieve enough sustainability to become attractive to private investors.

**Most challenging aspect:** knowing that all of our decisions were going to affect real people.



Professors guide students through the different stages of their IEU lab projects

## D-Lab

This lab takes an integrated approach to the world of design and architecture, with projects in urban and rural architecture, city planning, and with local tourism authorities.

### Sample project:

#### FROM LIMIT TO LIVE IT

**Objective:** come up with a proposal for an international temporary art contest to decorate Segovia's city wall. Establish the rules and create the graphic material to send out to participants.

**Best things about it:** it was a very creative project where all ideas were welcome. The contest had specific objectives, but we were encouraged to think freely and come up with innovative proposals in order to meet those goals.

**Most challenging aspect:** coming up with the evaluation criteria was one of the most challenging hurdles. We needed to make sure that each aspect evaluated would give real value to the contestant's proposals and at the same time make sure it was viable, innovative, etc.

## Finance Lab

If you want to work in the world of finance, this is the perfect place to get your career started. This lab focuses on analyzing financial markets and consulting companies on a range of financial issues.

### Sample project:

#### ONE-TO-ONE CORPORATE FINANCE

**Objective:** analyze a company's high-performance benefits, real estate transactions, and investments in private equity funds.

**Best things about it:** the fact that we got to evaluate a company's real activity and value.

**Most challenging aspect:** being able to think long-term and come up with flexible solutions to problems which have yet to arise.

## Legal Clinic

Students offer legal advice for startups, NGOs, nonprofits and institutions in need of legal consulting services. Several law firms also collaborate with this lab for research and consultancy to help their clients and firms.

### Sample project:

#### PRODIS

**Objective:** conduct a study among medium-sized enterprises in Madrid to ensure compliance with laws regarding the rights of disabled people.

**Best things about it:** we raised awareness about a topic that could make a huge difference in our society, particularly to those in poor health.

**Most challenging aspect:** finding out that a big percentage of the companies we interviewed are not aware of the law and the alternative measures to be implemented in hiring disabled people. That was quite discouraging.





Students from the Communications Lab working on the *Voices of the Royal Theater* project



## Sports Lab

This lab monitors and reports on issues pertaining to sports players, teams, and coaches, and produces research and consultancy for Spanish and European soccer clubs, Formula 1, and others.

**Sample project:**

**ATLÉTICO DE MADRID**

**Objective:** predict and evaluate players' behavior.

**Best things about it:** we got to develop activities aimed at improving the lives of athletes and also demonstrate the value of sports to society.

**Most challenging aspect:** in order to be heard and get our ideas implemented, we needed to make sure that absolutely everything in our proposal was well founded and based on empirical evidence.

## Communication Lab

The *Communication Lab* works with the widest range of companies, institutions, and startups with communication needs. You will be in charge of creating content such as blogs, videos, and other media content according to the clients' needs.

**Sample project:**

**VOICES OF THE ROYAL THEATER**

**Objective:** execute a project to transform the opera into an accessible and trendy activity for young people.

**Best things about it:** we first had to immerse ourselves in the world of opera singers in order to understand their passion for the art!

**Most challenging aspect:** avoid making assumptions about why young people aren't interested in opera. We needed to come up with effective ways to learn their reasons and motivations in order to create a campaign that would impact the target audience.

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"Joining a lab is a fantastic experience since you get to know more about a topic that you are not very familiar with; in my case, finance. I've always been interested in it and this was a first step that somehow connected me to the real world around it."

Carmen,  
Finance Lab

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**8:00** I typically wake up at 8am for a 9:30 class because I live about a 10-minute walk from campus. I have breakfast at home and leave for school around 9:00.

**9:00** I walk to school early in order to grab a coffee and make sure I make it to class on time. Usually I walk with friends who live near me.

**10:00** I usually have one or two classes before lunch depending on my schedule, so I'll be busy from 9:30 till 1:55pm in class. I also usually bring a snack from home or buy something to eat during the 15-minute break.

**14:00** Lunch is usually at around 2pm for everyone and I typically try to sit outside in the courtyard. If I have to study or don't have time for lunch, I grab something in the Cave café and eat it in a classroom or the Student Hub.

**15:00** I usually have another class. Depending on my schedule, it can go until 6pm or I can be done at 4:20pm. Sometimes during exam season or when a lot of assignments are due, I tend to stay at school and get my work done before heading home. I wait for my roommate to finish her classes and work and then we walk back home together.

**21:00** We usually have dinner pretty late in Spain, depending on the day, of course. We cook at home or enjoy tapas in Plaza Mayor. If it's a Tuesday or Thursday, we might eat later since this is the day when students usually go out in Segovia.

**00:00** If it's a Thursday or the weekend, I usually go out or have dinner and drinks at a friend's house. If not, I try to go to sleep early.

A DAY IN THE LIFE OF...

“I can walk through the hallways or go into the cafeteria and hear an abundance of different languages being spoken”

**Victoria Lanovenko,**  
*Bachelor in Communication and Digital Media*

**What do you like most about studying at IE University?**

I think my favorite part about IE University is the diversity. Most people know more than one

language and have lived all around the world. This unique group of people makes my experience at IE University inspirational, interesting, and enriching. There are so many incredible people with stories to share, and the university is such a dynamic setting for conversation.

**Are you involved in any extracurricular activities?**

I'm involved in the IE volleyball club and art club. In my first year I wasn't able to join as many extracurricular activities as I wanted because I was adjusting to a new lifestyle as an independent student. However, the clubs I joined afterwards really made my experience more interesting. Being part of a club allows you to interact with people you wouldn't usually see or hang out

with in a social situation. The student initiation of clubs, such as the newly founded art club, allows students to take initiative and really invest in their hobbies and passions. My advice is for all incoming students to go to the Club Fair and join in order to diversify their relationship with the IE community.

**What are your favorite subjects and why?**

The classes I enjoyed the most were Mass and New Media; Freedom of Speech; and Culture, Literature, Art and Image. These classes really focused on social sciences and the basis of the communication industry. I got to expand my interests in literature, history, and general knowledge about the world.

Mass and New Media really changed the way I interpret media and the world around us. It was both interesting and challenging, and pushed me to inspect elements of media I was unaware of before. Freedom of Speech was a bit overwhelming at first because it was a lot of legal terminology regarding the issue of free speech. However, it ended up being extremely interesting and eye opening.

Culture, Literature, Art and Image was one of my favorites because we explored a novel in relation to creation of meaning and the relevance of literature in our history. We explored an iconic piece of literature, a novel called *The Heart of Darkness*, which was a great insight into imperialism and other important topics. I quite enjoyed the structure of these classes as they allowed us to apply the themes and the knowledge to explore issues that interested us individually.



# INTERNSHIPS

## In touch with the real world

We understand that real-world experience is fundamental within the field of communication, and for that reason IE University offers students the opportunity to complete internships with organizations worldwide. You will acquire more than a year's worth of professional experience, which is sure to help you stand out as you enter the job market and begin to establish yourself as a valued business professional.

### OUR STUDENTS HAVE COMPLETED INTERNSHIPS AT:

Accenture  
Addecco Iberia  
Aires Mateus  
Argus Communications  
Baker & McKenzie  
Bank of China  
Cadena COPE  
Caritas  
Clifford Chance  
Cloud 9  
Credit Suisse  
Danone  
David Chipperfield

Delivering Happiness  
Deloitte  
Diesel  
Embassy of Spain in  
different countries  
Ernst&Young  
Garrigues  
Gucci  
Holcim  
International Media  
KPMG  
Latham & Watkins  
Lidl  
Loewe  
Manpower  
Onda Cero

Prosegur  
PwC  
Pérez-Llorca  
Roff  
United Nations  
Uría Menéndez  
Zaha Hadid

**...among many  
other companies.**

Die Zeit newspaper  
headquarters in Hamburg,  
Germany.



# “I felt part of the company and I had responsibilities of my own, which was very gratifying”

**Viktoria Arnold**  
*Bachelor in  
Communication  
and Digital Media*

**ZEIT Akademie**

## **What was the recruiting process like?**

ZEIT Akademie was offering a 3-month internship for their marketing or

production team, and I decided to apply. Die Zeit has long been one of the most prestigious German-language newspapers, and I had dreamt of working there.

I immediately wrote my cover letter, checked my CV, and sent it all in. After a couple weeks, I got an email saying that they would like to interview me over the phone to talk about the company and what I could contribute to their team.

I later had a second interview with one person from the marketing team and one from the production team.

They talked with me about their daily tasks and asked me about my work preferences. I told them I was more interested in marketing, and I followed up with some samples of my previous projects. I was glad to have done several practical projects at IE that I could use to demonstrate my experience.

After several weeks I was accepted to the internship and I started planning for my summer in Hamburg!

## **What types of projects did you work on?**

ZEIT Akademie is a rather young company within the ZEIT Verlagsgruppe, offering online and digital seminars on a variety of topics. My tasks included running their Facebook campaigns, helping with newsletters, evaluating campaign results, and doing sales and revenues analyses, among other responsibilities. My favorite project was designing a panel specifically for ZEIT Akademie. I had to respond quickly and let the team know which topics were the most popular, which speakers were the most influential, and what direction they should take with their marketing strategy.

## **What was the highlight of your experience?**

One was being part of a film shoot for their new astronomy seminar in a very old planetarium in Germany. It was great to meet all those experts and see how they worked to film a documentary.

## **How do you think you benefited from the experience?**

This was the longest internship I've ever had and it was a fantastic experience. I felt part of the company and I had responsibilities of my own, which was very gratifying. I was challenged to seek knowledge beyond what I've learned during my university courses.

## **What are your future career aspirations?**

I hope to work for the European Union. I am also very interested in politics, especially with an international focus, and I would like to combine my communication skills with my interest in changing the world.

## **What tips or advice would you give to other students applying for an internship?**

I don't think you can give general advice for internship applications. However, one thing I would say is that every company has a different personality and looks for different characteristics for their staff. You should think about how you would feel working for this company and whether you could contribute to their team. If so, it's your job to show them your passion and demonstrate why you are the best fit for their company. Apart from that, I can only say that you should consider every cover letter you write, every interview you do, and every online test you take as experience to apply to your next application process. You will gain confidence—and that's what it's all about!



# STUDY ABROAD

## The world in your hands



As a student at IE University, you will have several opportunities to develop global perspectives and cross-cultural competencies—studying abroad is one of them. Living in another country for a semester or two is a great way to build confidence and broaden your outlook by experiencing other cultures and making new connections. At IE University we believe that seeing your studies from new perspectives is a life-changing experience. That's why we encourage students to spend one or two semesters at one of our more than 160 prestigious global exchange partner institutions in North and South America, Europe, Asia, Africa, and the Middle East.

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### UNIVERSITY OF MELBOURNE AUSTRALIA

“For me, an exchange was a perfect opportunity to go on an adventure to the other side of the globe, especially after graduation and landing a job, making the move to another country for pleasure can be quite hard to manage.”



EMILIJĄ BERZANSKAITE, Lithuania  
Dual Degree in Business Administration and Laws

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Exchange partners vary from year to year and your options will depend on your program of study. The following list represents a sample for all IE University programs.



**NORTHEASTERN UNIVERSITY**  
UNITED STATES

“When I look back my time at Northeastern University in Boston, there’s always something new that I can take from my time abroad and I am so grateful for the experience.”



**TOMOMI DAMBARA, Japan**  
Bachelor in Architectural Studies

**UNIVERSITY OF TEXAS**  
UNITED STATES

“Living abroad has an unthinkable amount of advantages. Not only do you step out of your comfort zone, but you also meet amazing people along the way that will help shape your career.”



**JESÚS PASCUAL, Spain**  
Bachelor in Communication and Digital Media

**NATIONAL UNIVERSITY OF SINGAPORE**  
SINGAPORE

“Do it, because those kinds of experiences are the ones that make you who you are. Do it, because it will bring you knowledge and values that will make you unique.”



**ELISE EL NOUCHI, France**  
Bachelor in International Relations

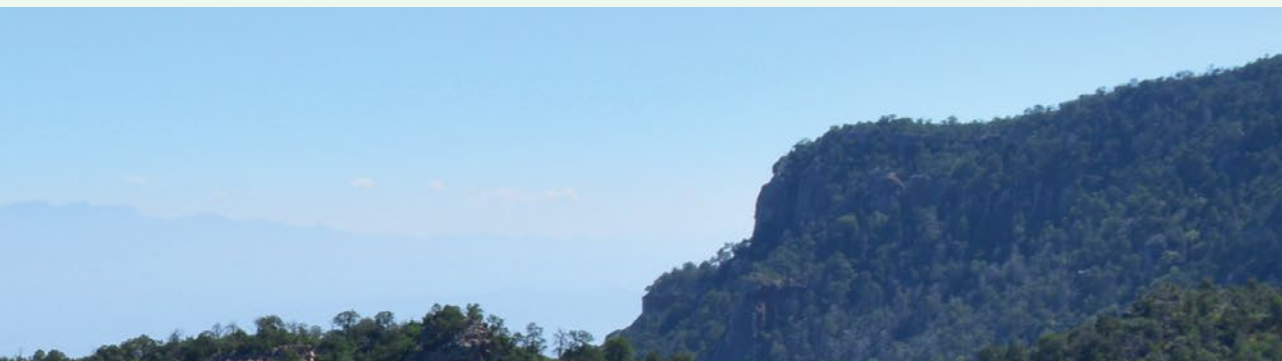
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“IE University offers placements  
in some of the most prestigious  
universities worldwide”

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## STUDY ABROAD

# “Spending a semester abroad provides students with both linguistic, cultural, and personal development”

by **Jesús Pascual**,  
*Exchange Student  
at the University of  
Texas at Austin in  
the United States*

### **Why did you take the initiative to go abroad?**

Since the very first moment I found

out about IE University’s study abroad program, I started to figure out where in the world I wanted to spend a semester. I think spending a semester abroad provides students with both linguistic, cultural, and personal development while they are able to continue their studies. IE University offers placements in some of the most prestigious universities worldwide; an opportunity I could not miss out on!

### **What are the biggest advantages of living abroad?**

Living abroad has an unthinkable amount of advantages. First of all, it helps students to learn how to handle themselves in situations that may be out of their comfort zones. Secondly, the study abroad program will help you build lifelong connections with people from many different countries.

Plus, it provides students with the opportunity to enroll in a different university and participate in classes that use diverse methodologies and resources. Lastly, it helps students expand their understanding of other people’s customs and traditions.

### **Why did you choose the University of Texas?**

I chose the University of Texas at Austin because of the excellent reviews I had received regarding the city’s unique lifestyle and the overall reputation of the university. During my first years of studies at IE, I frequently asked exchange students from other institutions about their home universities, and I heard loads about the College of Communication at UT, which made me realize that Austin was the most suitable place for me to spend my semester abroad.

### **What would you most recommend to future exchange students?**

I would recommend that they look for the most suitable options available

to them for their time away from IE. I also would suggest that they collect information through the services provided by International Mobility and that they ask their advisors which places they think would be the best fit for them according to their interests and academic backgrounds. Also, they should talk to the exchange students that may be taking a class with them at IE. Once they find out where they will be heading, they should get to know the exchange students from that specific university and surround themselves with them in order to learn more about the local culture.



Jesús Pascua (on the left) with two colleagues in Austin.



# My University



IE University  
campus in  
Segovia

From the very beginning, you will undergo a transformational experience that will enhance your personal value and enable you to play a leading role in shaping the world and achieving your goals. You will receive an inspiring and challenging education that will broaden your horizons and will shape who you are and who you will become. It will connect you to the world and guide you on your unique path towards achieving your goals.

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# FIVE REASONS TO STUDY AT IE UNIVERSITY

## 1

### CONNECT WITH A DIVERSE AND ACCESSIBLE FACULTY

Our diverse faculty is made up of both excellent academics and experienced professionals with international experience and close ties to the professional world. Also, our professors are completely accessible to students; you can enjoy daily contact with them, obtain regular feedback, and receive the support you need to accomplish your goals.

## 2

### TURN YOUR IDEAS INTO REALITY

We will inspire you to be innovative in any field or discipline by providing an environment where you can experience new ways of thinking, apply your creativity, and venture into the unexplored.

## 3

### PERSONALIZE YOUR PATH TO SUCCESS

Our innovative degree programs are recognized by the most prestigious associations in their respective fields, and integrate a broad range of teaching approaches and options that will allow you to shape your own education according to your professional aspirations.

## 4

### EXPERIENCE A PRACTICAL LEARNING METHODOLOGY

We combine theory with practice from the moment you begin your studies. You will apply what you learn in class to real-life cases and to your own projects. Each year, students are offered a range of internship opportunities to work on campus, in Spain, or around the globe. You will acquire an impressive set of skills and professional experiences that will make you an attractive job candidate after graduation.

IE University is ranked #3 worldwide for innovation in teaching methodologies\*

## 5

### BUILD THE PATH TO YOUR FUTURE

We help graduates launch their careers across industries and around the globe. Employers of leading companies worldwide consider IE University one of their top recruiting pools. You will also make friends for life and enjoy an active alumni network of more than 45,000 people worldwide that you can depend upon throughout your professional journey.



## IE UNIVERSITY RECOGNITION

### Prestige and performance

IE University occupies a leading position among higher education institutions in Europe and worldwide for its excellence in innovation and learning technologies. In addition, our undergraduate programs are recognized by the most prestigious associations in their respective fields, and highly regarded by employers at leading corporations.



**#1** University  
in Spain

**#7** University  
in Europe

**#25** University  
Worldwide

**TIMES HIGHER EDUCATION**  
Global University  
Employability Ranking 2019

**#1** University  
in Spain

**#5** Best Bachelor in  
Business Administration  
Worldwide

**#5** University  
in Europe

**\* YOUTH INCORPORATED**  
Global University Rankings 2020

**#7** in Recruiter  
Satisfaction  
Worldwide

**#6** in Student  
Satisfaction  
Worldwide

**#19** Top University  
Worldwide

# IE UNIVERSITY CAMPUS

Your home away from home

As a student at IE University, you will gain an international outlook and global connections. You will benefit from diverse perspectives and experiences as you study with peers from around the world. Each year, an average of 130 different countries are represented on campus, and over 75% of students come from abroad.

## SEGOVIA

The campus in the city of Segovia offers a true campus experience. It is housed in the *Convent of Santa Cruz la Real*, a historic building declared a national heritage site in 1931. Segovia is only 25 minutes from Madrid by high-speed train, and welcomes students from over 130 countries to a global university setting with an academic and lively atmosphere. In Segovia, you'll find the perfect setting to become part of a close-knit community.

Segovia is a fairytale city full of narrow, twisting alleyways, Romanesque churches, and beautiful buildings. Additionally, this province of Spain has always been famous for its climate and traditional cuisine. It's not merely a city to be admired from afar; it's also a great place to live.

If you decide to study in Segovia, with the big city always within reach and history at your fingertips, you will experience the best of both worlds.

## MADRID

On our campus in Madrid, you will find a groundbreaking education experience, with access to cutting-edge resources, specialized classrooms, and modern facilities. Studying in Madrid provides an opportunity to immerse yourself in a dynamic environment at the center of one of Europe's most important financial capitals.

If you decide to study in Madrid, you will benefit from a global environment, top-tier networking opportunities, and facilities equipped with the latest technologies—all shared with the top-ranked IE Business School.



IE University campus in Segovia in the foreground. In the background, a view of the historic center.



Students after class socializing near the cafeteria in the IE University campus in Segovia.



Segovia and Madrid have excellent facilities. Students have ample space for studying, relaxation, and entertainment.



IE University campus in Madrid.

# STUDENT LIFE

## Connections and activities

The memories you make during your studies last forever and can change the course of your life. We believe in diversity as a lifestyle and are proud to say that our community is as diverse as can be, providing space for all types of interests and unlimited opportunities.

The Student Life office coordinates more than 120 clubs, which are divided into six areas: arts, sports, social causes, debates, entrepreneurship, and academics.

Below are some of the clubs you can take part in.

### IEU CONFERENCE CLUB

The *IEU Conference Club* organizes talks and cocktails where some of the most powerful and influential people in the international arena answer questions related to their field of expertise. You'll get to know some of the secrets of their professional success, network with them, and have your questions answered!

### IEU GREEN CLUB

This club reaches out to the student community to raise awareness about environmental stewardship matters

and healthy lifestyles. They organize riverside hikes and other nature activities. If you like to escape from your routine and enjoy outdoor activities, this is the club for you!

### IEU HUMANITARIAN CLUB

This club organizes innovative events in service of various NGOs. Its president, Zainnab Al-Kurdi, started a campaign to inspire and protect women all over the world.

### IEU MUSIC CLUB

The *IE Music Club* aims to enrich its members' musical knowledge and provide the opportunity to play together as a group. Its talented artists perform creative adaptations of songs or original compositions.

### IEU SPORTS CLUB

Exercise is important, so both our campus in Madrid and Segovia offer a wide

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“Our motto is ‘Talks that Inspire’. You see, we want to take a radically new approach to academic talks”

Salvador Mompeán,  
IEU Conference Club Founder

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*The Real Casa de la Moneda* in Segovia, is a space provided by the city council for activities such as exhibitions, music, conferences, and workshops



“The IEU Alpine Club is your destination for any and all outdoor activities, bringing like-minded people together to enjoy the beauty of nature in a fun way”

Benjamin Weber,  
Sports Club Founder

variety of sports for students to enjoy. The sports that we offer vary from campus to campus, since Madrid is a city campus and Segovia is a rural one.

Among the team sports we offer are: volleyball, basketball, indoor soccer, rugby, basketball, and tennis. In addition, IE University has special deals with several gyms and fitness centers, to make available other sports such as golf, tennis, paddle, swimming, and many others.

Tryouts for IE University’s official teams take place once every year, at the beginning of the fall semester.

“I’ve been living in Segovia for nearly two years and had no idea about its beautiful surroundings. Hiking by the river on Sunday was a nice alternative to spending the weekend in the city of Segovia or Madrid. For those who did not go with us, I highly recommend attending the next Green Club event!”

Ola,  
IEU Green Club





MY STUDENT JOURNEY

# “Communication allows me to make the most of my talents and explore new subjects”

**Breanne Letefah,**  
*Bachelor in  
Communication  
and Digital Media*

What I like most about studying at IE University is my degree. I truly mean it. I have plenty of passions, and the

fact that I can put them all into practice gives me a feeling of freedom. I also enjoy studying with people from different countries. It is great to learn about different cultures and discuss current events with people whose beliefs are influenced by their different backgrounds and life experiences!

As far as extracurriculars, I am part of the IE Dance Club and I'm also an IE Fellow/Ambassador. Being involved in the Dance Club has been an incredible experience:

it's given me the opportunity to bond with students from different programs and express myself through dance, which not only keeps me fit, but also helps me manage stress. My duties as an IE Fellow have been incredibly rewarding. Sharing my experiences with high school students who are trying to find their purpose in this world, as well as hosting events for them, has been a great way to make a difference.

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“It is great to learn about different cultures and discuss current events with people whose beliefs are influenced by their different backgrounds and life experiences!”

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# EMPLOYABILITY

## Launch your career internationally

IE University is ranked #7 for Career Services Worldwide

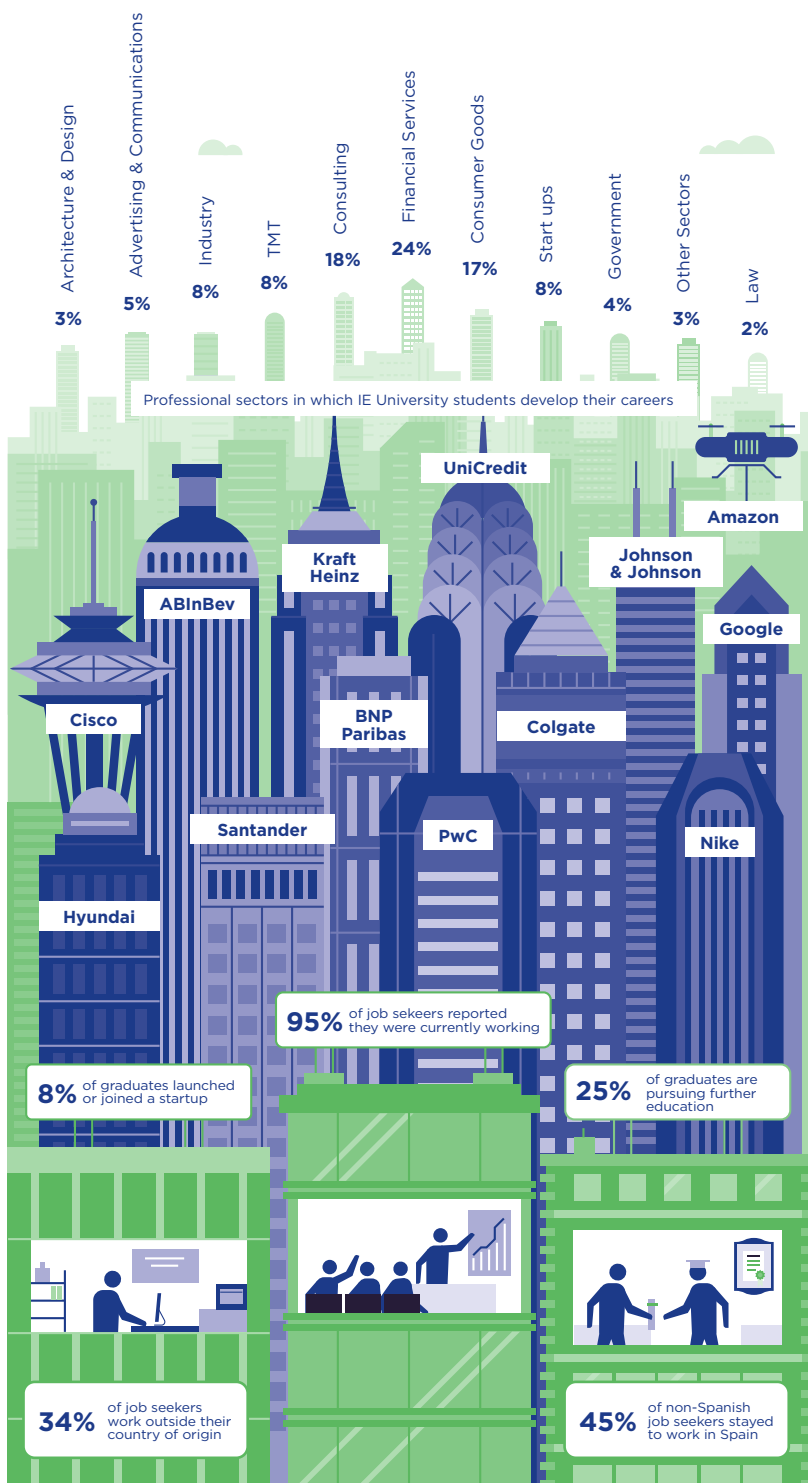
Youth Incorporated  
Global University Rankings 2020

Choosing a career path is one of the most important decisions you will make as you progress through your studies. The IE Career Management Center (CMC) helps graduates launch their careers across industries and around the globe and guides them throughout this decision-making process.

IE University's international recognition and partnerships with leading companies and institutions provide graduates the opportunity to compete for international positions.

IE University students begin to receive employment offers even before they graduate. While many alumni are recruited by major multinational companies, others prefer to join small and medium-sized companies and startups.

Some students choose entrepreneurship as a career choice and start a business while studying at IE University or shortly after graduation, building and managing their own companies.



\* Data reported by IE University's Class of 2019 job seekers

# ALUMNI

## Life after IE University

In order to promote lasting relationships among the members of the IE University community, we offer resources for career development and lifelong learning opportunities, with the objective of propelling personal and professional development of IE University students and alumni.

As an IE graduate, you'll join a global network of more than 45,000 people in over 130 countries.

We organize regular events across the world to help our graduates stay in touch with friends or meet new people. By being part of the alumni community, you will also benefit from career development, social networking, and education opportunities, among others.

[www.ie.edu](http://www.ie.edu)



IE  
HUMANITIES  
WEEK

RELAZQUEZ 110,  
4th FLOOR





# ADMISSION PROCESS

## Become part of IE University

At IE University, there's no single deadline for applying to our undergraduate programs. The various stages of our admission process are aimed at identifying those areas of your academic and personal profile that make you unique, and to make sure that our educational model is a good fit for you.

As our programs usually fill up far in advance of the start of the academic year, we advise candidates to apply between twelve to nine months before the semester begins. This will also allow you time to obtain any necessary visas or other qualifications. Once you have received an acceptance letter, provisional or definitive, you must make a €2,000 non-refundable deposit to reserve your spot in the bachelor's program of your choice.

1

### ONLINE APPLICATION

The application form contains detailed step-by-step information on how to fill it in, guiding you through the process. Your application is subject to a non-refundable admission fee of €120. It will not be reviewed by the Admissions Committee until submitted and the admission fee has been paid. You can find information on how to pay this fee at the end of the application form. The application may be saved at any time during the process but it must be completed within one month.

### ADMISSION TEST

Take IE University's admission test or international admission tests: the SAT, ACT, CAS, or LNAT.

IE University's admission test is conducted solely in English and assesses your verbal, logical and numerical skills. It centers on your ability to reason, rather than knowledge of actual information. This means you don't have to study for the test beforehand to pass it successfully. It also evaluates your English level.

You can do the admission test either at the campus in Madrid or Segovia, or at any of the 29 offices IE has around the world. For other cases, please contact our Admissions Department at: [ieuadmissions@ie.edu](mailto:ieuadmissions@ie.edu)

### ONLINE ASSESSMENT

As a tech-forward institution, we use virtual assessment as part of our admissions process. This allows the admissions team to get a sense of your personality and potential before proceeding to a possible interview.

Completing the assessment is simple—you will be given 3 ques-

tions to answer in a set amount of time. One of your responses will be written, and two will be recorded via video. The whole process should only take 20 to 30 minutes to complete.

2

### PERSONAL INTERVIEW

(only after committee review)

Personal interviews are held either at the IE University campus in Segovia or Madrid, or at any of our 29 international offices. In extenuating circumstances we can arrange an online interview. The interview will allow us to get to know you better, and further assess certain qualities, such as your personality, capacity for critical thinking, method of self expression and other communication skills.

### FINAL COMMITTEE DECISION

You will be informed of the Admissions Committee's decision in writing. If accepted, you will receive one of two admission statuses:

Conditional Admission: in the event that you have failed to comply with all university access requirements in Spain.

Definitive admission: full admission, providing you have complied with all the points listed in the provisional letter of acceptance.





Interested in becoming  
an IE University student?



# Follow the Student Path



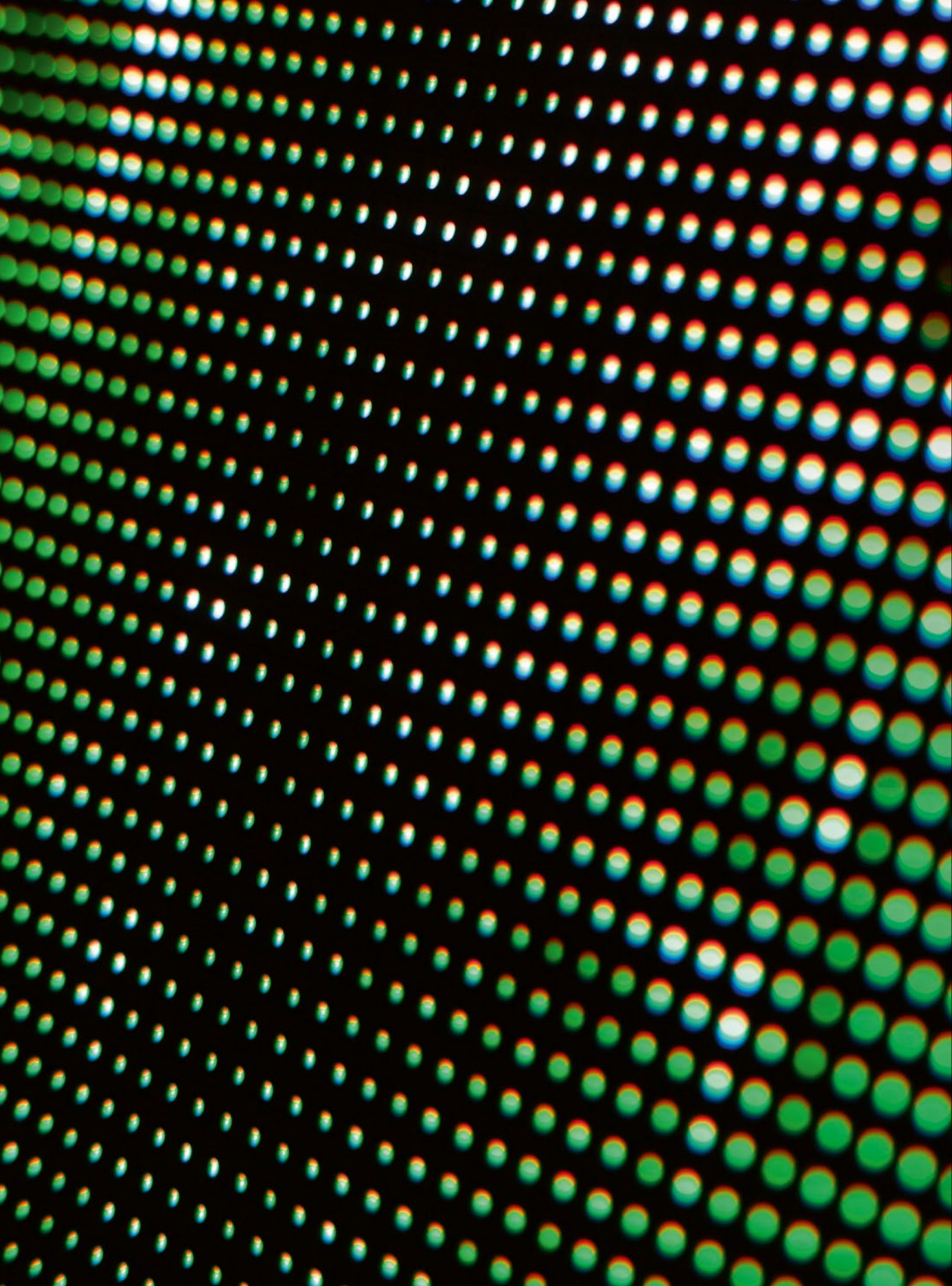
**Scan the code**  
and follow the path to  
discover the steps you  
need to take to become a  
student at IE University.



**Madrid**



**Segovia**



## INTERNATIONAL OFFICES

### EUROPE

europa@ie.edu

#### Benelux – Amsterdam

benelux@ie.edu

#### France – Paris

france@ie.edu

#### Germany, Switzerland & Austria – Munich

dach@ie.edu

#### Italy & The Balkans – Milan

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#### Portugal – Lisbon

portugal@ie.edu

#### Russia – Moscow

eeca@ie.edu

#### Spain – Madrid & Segovia

iespain@ie.edu

#### UK & Ireland – London

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### NORTH AMERICA

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#### West & Midwest USA

##### – Los Angeles

westcoast@ie.edu

#### South USA & Caribbean

##### – Miami

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#### Northeast USA – New York

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#### Canada – Toronto

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### LATIN AMERICA

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#### Argentina & Uruguay

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uruguay@ie.edu

#### Brazil – Sao Paulo

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#### Chile – Santiago de Chile

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#### Colombia – Bogota

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centroamerica@ie.edu

#### Ecuador – Quito

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#### Mexico City – Mexico

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#### Peru, Bolivia

##### & Paraguay – Lima

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#### Venezuela – Caracas

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### ASIA

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#### Australia & New Zealand

##### – Sydney

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#### China – Shanghai & Beijing

china@ie.edu

#### India & South Asia – Mumbai

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#### Indonesia – Jakarta

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#### Japan – Tokyo

japan@ie.edu

#### Singapore & Southeast

##### Asia – Singapore

singapore@ie.edu

southeastasia@ie.edu

#### South Korea – Seoul

korea@ie.edu

### MIDDLE EAST & AFRICA

mea@ie.edu

#### Saudi Arabia – Riyadh

saudi@ie.edu

#### UAE, Qatar, Bahrain,

##### Kuwait & Oman – Dubai

uae@ie.edu

#### West Africa – Lagos

nigeria@ie.edu

#### Southern Africa

##### – Johannesburg

southernafrica@ie.edu

Please do not hesitate to contact the office nearest to you should you need any additional information. You can also contact us via [iecontact@ie.edu](mailto:iecontact@ie.edu)

[www.ie.edu/offices](http://www.ie.edu/offices)

[www.ie.edu/university/communication](http://www.ie.edu/university/communication)

Don't forget to check out our blog:  
[drivinginnovation.ie.edu](http://drivinginnovation.ie.edu)

**CONTACT US**

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**CAMPUS IN MADRID**


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*The information in this brochure is  
subject to revisions or changes. You will  
find the most up-to-date information  
on the IE University's website.*

**FIND US ON**

   YouTube @ieuniversity

 @ieu\_admissions