

Admission profile

The Master's Degree in Strategy and Marketing of the Company aims to provide the student with specialized training in the area of business strategy, providing the transversal and specific skills needed to develop a research or professional work with total solvency. Therefore, it is especially suitable for those with degrees in Economics, Administration and Business Management and Labor Relations, as well as other related qualifications.

However, it is also advisable that the student has a basic knowledge of economics and business, as well as of foreign languages, especially English. As for the personal income profile, the Master is especially suitable for those students who show their interest in the knowledge of subjects related to strategic management, human resources management, strategic technology, and strategic marketing of the company. According to this premise, the student must be able to develop skills and abilities in the company's management, so it is advisable to previously obtain the skills in oral and written communication, a preference for group work, as well as to assume leadership positions and willingness to manage people.

Professional outings

The training received in the scope of the Master's Degree in Strategy and Marketing of the Company will equip the student with the general and specific competences necessary for their professional insertion depending on the selected itinerary.

With the completion of the program, the student will be able to perform the following tasks: management of a company, working in the context of senior management teams and providing professional services related to strategic consulting to companies. Also, with the acquired training, they will obtain the skills necessary to carry out a research career through the completion of the doctoral program.