

### Presentation/ Master's goals

The Master's Degree in Strategy and Marketing of the Company offers advanced training of a specialized form in regards to the formation and implementation of business strategies. This program is designed to explore and comprehend business competitiveness based on the definition of the company's strategy and its implementation by specific initiatives, such that it focuses on issues applied directly to the direct practice and aims at providing not only the necessary knowledge on models and techniques, yet also to develop the managerial skills and abilities needed in its application to reality.

The teaching methods of the program are based on the student's active learning through the discussion of cases, the elaboration of reports, the adoption of managerial roles, the staging of the business reality, meetings with executives, visits to companies as well as other practical knowledge in companies. At the conclusion of the program, the student will have obtained the knowledge necessary to be able to carry out the tasks of management in a company, work in the context of senior management teams and provide professional services related to strategic consulting to companies. With the University Master of Strategy and Marketing of the Company, the University of Castilla-La Mancha offers students the possibility of obtaining an official master's degree in the field of business management that enjoys full recognition throughout various European countries, as well as all the advantages of its adaptation to the European Space of Education. The student can adapt their training according to their professional or research orientation by choosing one of the two itineraries offered.

### Professional Itinerary

The student must select the professional itinerary in order to develop the necessary managerial skills to hold and maintain managerial positions in companies at the end of the program. This itinerary provides for the application of the most advanced techniques for training in managerial skills, such as video-assisted role-playing or outdoor training, which will be taught by specialized consultants and trainers. Sessions are also scheduled for meetings with managers, visits to companies and, on a mandatory basis, the implementation of external practices in one of the 50 largest companies with implementation in Castilla-La Mancha, with the student performing support tasks for general management. For the different UCLM campuses, internship programs are developed with companies tailored to the needs and preferences of each student.

**Important note:** During the 2026/27 course, the contents of the MUEME research itinerary will not be taught. The students who are interested in developing a research program in the areas of Strategy and Business Organization or Marketing should contact the coordinator of the program to be able to integrate and organize their training in the framework of new PhD programs and The Doctorate School of the UCLM.