

## Pre-registration and enrollment

Pre-registration <http://mueme.masteruniversitario.uclm.es>

From April 25 to September 13, 2019

### Admission

From April 17 to September 18, 2019

Enrollment at the Campus Academic Management Units or using the online application

For admitted students, from June 25 to September 27, 2019.

## Access and admission

**Available positions:** 60

### Requirements to enroll

In order to apply for this master's degree program, the applicant must fulfill the current regulation, which means that the candidate must be graduate, at least, in one of the following degrees:

- Spanish official bachelor's degree.
- A bachelor's degree emitted by an institution of higher education encompassed within the European Higher Education Area (EHEA) that will allow the candidates to access official master's degrees.
- A bachelor's degree emitted by an institution of higher education not encompassed within the European Higher Education Area (EHEA). If this is the case, the candidates must obtained the standardization for their degrees. In case the applicant does not have such standardization, the University of Castilla-La Mancha will need to check the validity and authenticity of the bachelor's degree by the corresponding authorities of the University of Castilla-La Mancha.
- The academic commission of the Master could order, in accordance with the educative and academic background of the applicants the possibility to recognize ECTS as well as the complementary education in Strategic Management and Marketing

### Admission Requirements

The Academic Commission of the Master will take into consideration the following criteria to assess the presented applications:

- Bachelor's degree that belongs to the realm of Social Sciences and Jurisprudence.
- Academic record.
- Candidate's profile and adaptation of their previous educative background to the contents of the master's degree Other academic or educative achievements and accomplishments (other bachelor's degree, publications, participation in panels, etc.).
- Professional experience
- Capability of speaking other foreign languages, especially English.
- Moreover, if it was necessary, a personal interview

## More information

<http://www.mueme.com>

<http://mueme.masteruniversitario.uclm.es>

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MUEME  
Estrategia y Marketing



Course  
2019/20

10th edition

Accreditation renewed by ANECA in 2019

# Master's degree program in Business Strategy and Marketing

60 ECTS  
credits

## Organized by

### Department of Business Administration

Faculty of Economics and Business Sciences. Albacete  
Faculty of Law and Social Sciences. Ciudad Real  
Faculty of Social Sciences. Cuenca  
Faculty of Law and Social Sciences. Toledo



[mueme.com](http://mueme.com)

## Presentation

The master's degree program in Business Strategy and Marketing has as principal objective the offer of a **specialized education in aspects related to the formulation and implementation of business and management strategies**. The program is focused on the understanding of business competitiveness from the definition of the business strategy and its implementation by means of certain initiatives as well as it concentrated upon affairs concerning the administrative and managing exercise. Moreover, the program is designed to provide not only the necessary theoretical models and knowledge, but also to develop the necessary managing and administrative skills that are required to apply such theoretical techniques in the labour sphere. The **teaching methodology is based upon the active learning through the debate and discussion of cases**, the elaboration of reports, the adoption of managing and administrative roles, the case-scenarios that simulate the real business environment, the gatherings with officers of Steering Board and internships in corporations, amongst other teaching methods. Once the program is finished, the student will be ready to take the administrative and managing tasks in the business sphere, work in the environments in which the Steering Boards operate or provide professional services related to the strategic consultancy to corporations.

With the master's degree program in Business Strategy and Marketing, the University of Castilla-La Mancha offers to the students the possibility of obtaining an **official master's degree in the realm of business strategy and marketing that will be duly recognized in several European countries**. Plus the student will enjoy all the advantages that come from the fact that this Master is totally adapted to the European Higher Education Area (EHEA). Furthermore, the student will be able to adapt their education depending on their professional or research profile and orientation by means of selection either the professional path or the research itinerary.

The professional path is organized with the completion of an **internship period** in some of the biggest corporations across Castilla-La Mancha, carrying out support services for the management organization.

The master's degree is taught with classes and lessons in English and Spanish. **The English group is fully taught in English.**

## Objectives

The master's degree program in Business Strategy and Marketing was created to allow the graduate students in bachelor's degree related to Economics and Business to delve into and acquire the capabilities in business strategy.

The acquisition of high skills in business strategy is done from a general managing and strategic approach, connecting thus the realms of business organization and market commercialization and research focused on the strategic management and marketing. This general purpose guides the specific objectives of each module that composes the program.

Specific objective of the **Common Module** (First Semester)

The graduate students in Economics and Business will delve into in the learning of capacities in Business Strategy. In order to accomplish such objective, this first module offers disciplines in advanced strategic management and advanced strategic marketing that will permit to the students to familiarize with the concepts, theories and tools that are necessary for the analysis of the business strategy.

Specific objective of the **Professional Module** (Second Semester)

The students will have the opportunity to learn how to take managing decision in accordance with a strategic approach and carry out tasks of business management. Taking into consideration this specific target and also taking advantage of the common bunch of theoretical competences in business administration and strategic marketing, the master's degree program delves into the acquisition of managing capabilities related directly to the business exercise.

Specific Objective of the **Research Module** (Second semester)

Train students to be able to undertake a research project in business strategy, human resources, internationalization and marketing and allow the students to **access doctoral studies** in the best conditions for the realization of a PhD dissertation within these areas. The UCLM offers several doctoral programs among which is the **PhD program in Economics and Business**.

## Job opportunities

Once the professional itinerary is done, the student will be able to carry out tasks related to the **business management**, work within the framework of Steering Boards or provide professional services related to the strategic consultancy to corporations. Together with the professional profile, the students will have the opportunity to complete their training with the development of a research within the framework of **new PhD programs of the University of Castilla-La Mancha**.

The just created **PhD International School** and the new PhD Program in Economics and Business will allow the student to complete the professional approach as well as access to projects and activities of research in the university scope.

## Study Plan

### Subjects of the Common Module (6 ECTS)

Business and International Strategies  
Knowledge Management and Innovation Strategies  
Human Resources Strategies  
Strategic Marketing  
Marketing Strategies for specific sectors.

### Subjects of the Professional Module (4,5 ECTS)

E- Business and Marketing Strategy  
Corporate social responsibility and strategy  
Seminars  
Internship

### Subjects of the Research Module (4,5 ECTS)

Business theories  
Research methods  
Advanced research techniques  
Research seminars

### Final Master's Degree Thesis (4,5 ECTS)

## Practical and applied approach

There will be **personalized internships** in corporations to facilitate the employability of the students.

**Lesson and seminars taught by professionals and professors with recognized prestige.**

Study and analysis of real cases of corporations and marketing situations.

## Reduced groups

The students will enjoy a feedback that will be **adapted and personalized in accordance with their specific needs**.

**Cooperative Learning.**

**PhD studies access.**