

The IULM logo is a white circle containing the letters 'IULM' in a bold, black, sans-serif font. The background of the entire page is a composite image featuring a night cityscape with glowing skyscrapers, overlaid with a network of red lines and nodes, and the silhouettes of three people looking towards the viewer.

IULM

iulm
communication
school

specialist master's

International Marketing and Sales Communication

A master's degree that helps you develop integrated skills in marketing, communication and sales in order to meet the increasingly complex needs of international companies and organizations

Why this program

Strengths

Highly interactive learning with experience-sharing from professionals in the field, numerous company visits, and field projects assigned by prestigious businesses.

Multidisciplinary, practical approach in order to understand and anticipate changes in the market.

Curriculum that includes training on some of the latest IT tools for digital marketing.

Partner companies that sponsor competition-based prizes for students who carry out the best project work.

Study visit to Portugal, specifically to some of Europe's most renowned universities and leading companies in the field of global marketing.

Opportunity to have an experience at important international companies to accelerate your professional development.

First edition featured the following partners: BVA Doxa, Clementoni, Coca-Cola HBC, Connexia, Cromology, Haribo, Faber-Castell, Gruppo Cimbali, RepTrak, Rovagnati, Lavazza, Salesforce and others.

Program info

Language	English
Lessons	5 mos.
Internship	optional
Start	February
Attendance	full time
Campus	Milan
Study visit	Lisbon – Porto

Target

This program is for graduates and young professionals interested in specializing in marketing, communications and sales at an international level.

A good command of English is required. Proficiency is verified during the admissions interview.



Carriere

Objectives

This program trains you to become a professional capable of solving marketing, communication and sales problems while creating customer-focused processes that generate value. Classes are taught by both academics and managers, including from abroad. In addition, fieldwork, educational outings and business games are envisaged. Numerous partner companies are active contributors in terms of both teaching on the program and offering internships.

Program director Daniela Corsaro

Associate professor of Marketing and director of the Research Center for International Marketing and Sales Communication (CIMASC).

Her research focuses on international business, digital marketing, service & innovation networks, and sales transformation.

Faculty

IULM Communication School boasts a faculty made up of IULM professors together with visiting professors from leading international universities and renowned professionals. Each program's team members dedicate their time to every single student, so you can be sure that your chosen course of study matches your personal profile and career path.

Career prospects

Il master prepara figure professionali specializzate, quali:

- international marketing specialist
 - global sales manager
 - sales & marketing manager
 - international export manager
 - key account executive
 - strategic product marketing specialist
 - marketing insight manager
 - business developer
 - brand manager
 - omnichannel customer experience manager
 - digital marketing executive
 - web content & social media specialist
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Campus

Milan

IULM's campus is modern, technologically advanced and equipped with facilities, spaces and equipment designed not only to support teaching, research and study but also to foster opportunities for students and faculty to get together. The campus also offers various services to ensure students have practical dining options that are of high quality but at a reasonable price.

Harmony and color, lights and lines, space and glass, simplicity and elegance: these are the features of IULM's monumental new complex, which truly makes the university stand out.

It's also a place where you can spend part of your life enjoying yourself and planning the future – a place full of opportunities and resources tailored just for you.



Enrollment

IULM Communication School

IULM Communication School teaches in a way that prepares you for the future, with master's programs that give you the professional skills and practical know-how you need to meet market demands when it comes to communications and relationship dynamics.

Higher education is the key to rising up to the challenges of an ever-changing world and having a successful career.

IULM Communication School is:

- imagination – so you can find your potential and develop your abilities
- innovation – so you can take a different approach to planning your future
- international – so you can have a global view of communications
- made for you – so you can experience something unique and get the best out of our tailored educational offering and services

How to enroll

Submit your application using IULM's online services portal. Receipt will be confirmed after payment of the pre-enrollment fee. You'll then be contacted by the program's administrative office to schedule an interview with the master's coordination team, the aim of which will be to assess your reasons for choosing the program and your personal aptitude. Lastly, you'll be notified of the decision on your application and, if you've been accepted, be given instructions on how to complete your enrollment

Financial aid

IULM has partnered with Banca Popolare di Sondrio to support access to higher education: indeed, you might be able to pay for your program through special financing options and subsidized loans. For more information, just pop into the bank branch on campus, call +39 028188861, or write to info@popso.it.

A 20% discount is reserved for employees of companies that belong to the MondoIULM association and their family members.

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Contact info:
Via Carlo Bo 1, 20143, Milano
Tel. 02 89144 2311
info.sdc@iulm.it
www.iulm.it