

ENAE

International Business School



PANAMERICAN
UNIVERSITY



Master in

International and Digital Marketing

Official US Master's Degree

fuerm
Fundación Universidad Empresa Región de Murcia

Center affiliated with:



UNIVERSIDAD
DE MURCIA



Universidad
Politécnica
de Cartagena



Master in

International and Digital Marketing

Official US Master's Degree

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>>> ABOUT US



ENAE

International Business School of
Business University Foundation of
the Region of Murcia.

Empowering

next-gen business leaders

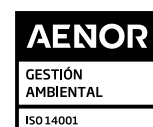
Building

professional development opportunities

International Presence

in institutions from around the
world

Center affiliated with:



FORMING LEADERS SINCE 1988

- | | |
|--------------------------------|--------------------------|
| 01// Continuous training | 04// Professional growth |
| 02// International recognition | 05// Practical tools |
| 03// Entrepreneurship | 06// Networking groups |



**ENAE is ranked
among the best
Business Schools**



Ranking 2025

#6

Master in International Trade
Category: Recent graduates and young professionals

#7

Global Executive MBA
Category: Executive Programmes

#12

International MBA
Category: MBA

#4

Magistrae
Category: Senior Management



Introduction to the Master's Program

The Master in International and Digital Marketing develops the skills, competencies, and experience needed by graduates to lead the transformation of the marketing function from local to international and from analog to digital.

The program also enhances students' strategic thinking, foresight, and creativity, enabling them to innovate and internationalize the value proposition of companies.

> The Master's program addresses the digitalization of each link in the marketing value chain:

- Market Research
- Customer Acquisition
- Sales
- Customer Loyalty
- Business Analytics and Intelligence

> All from a broader perspective of the company's overall digital transformation strategy:

- Digital Strategy
- Digital Internationalization
- Mobile Innovation
- Digitalizing Projects & Operations

Target Audience

- **Marketing, Sales, and Media Directors and Executives**, and professionals from agencies or communication firms looking to deepen their knowledge of digital channels.
- **Professionals in strategic** (Innovation, R&D, Strategy) and tactical areas (IT, Operations) who want to leverage the advantages of digital transformation from a marketing perspective.
- **Entrepreneurs in the commercial development stage**, consultants linked to technological and IT sectors who need to get acquainted with the tools and knowledge required in today's market.
- **Professionals undergoing reskilling processes**, who want to specialize in digital marketing and new technologies.
- And finally, **young recent graduates and junior professionals** from various fields who aim to lead the digital transformation of companies over the next 5 years.





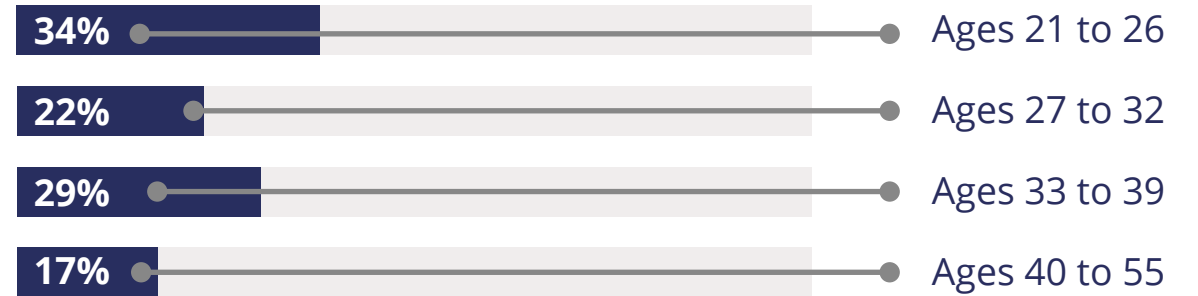
Student profile

ENAE Business School seeks to train the best professionals and provide them with tools to create value in both companies and the society at large.

> Entrepreneurial attitude.
Leadership.
Ability to work as a team.
Sense of professional ethics.



> Age



> Gender

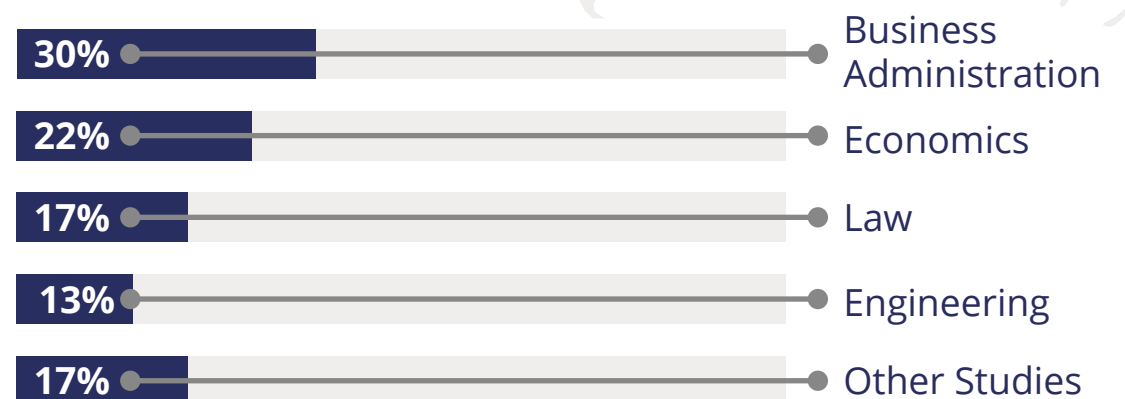


> Nationalities

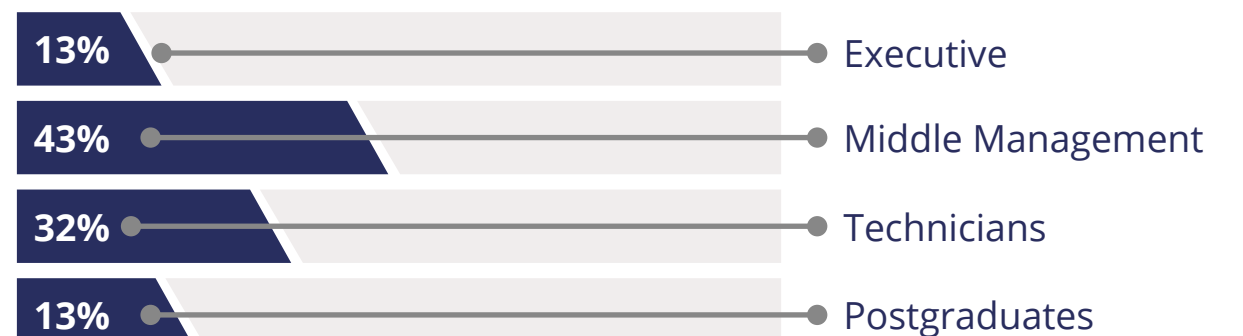
- Spain
- Colombia
- Costa Rica
- El Salvador
- France
- Mexico
- Panama
- Dominican Republic



> Qualifications



> Category



Our Vision

In today's knowledge and information society, the demand for professionals with this skill set is growing rapidly. Companies are increasingly seeking high-level professionals with expertise in data analysis who can add value by streamlining processes and delivering agile, effective, and high-quality solutions.



This master's program is designed for professionals who want to strengthen and expand their knowledge and skills in business intelligence to take on leadership and strategic roles. It is also ideal for those looking to transition into the dynamic and emerging field of data science.

Your journey has just begun. Unlock it with our training.





Objectives

The program aims to develop the skills, competencies, and experience of graduates to lead the transformation of the marketing function from local to international and from analog to digital.

It will also enhance students' strategic thinking, foresight capabilities, and innovative mindset to support the internationalization and value proposition development of companies.

The program will shape professionals capable of designing digital business models and crafting marketing strategies using cutting-edge applications and technological tools.

The four core competencies developed upon completion of this program are:

01 //

Applying quantitative and qualitative techniques to generate market insights.

02 //

Providing guidance on resource allocation, marketing mix, technology adoption, and the selection of new products and market initiatives.

03 //

Creating relevant content for various media channels.

04 //

Managing the internationalization of marketing functions.



Methodology

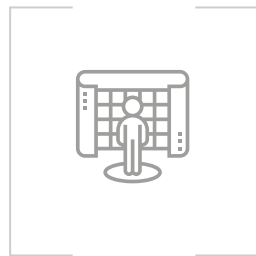
- > **Internship**
program
- > **Experience-based learning**
ENAE active methodology
- > **Bussines**
plan

01 //



RELATIONSHIP
BETWEEN THEORY
AND PRACTICE

02 //



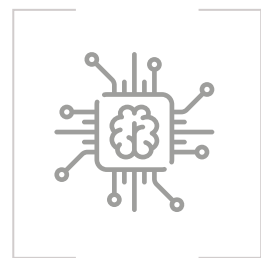
CASE STUDIES

03 //



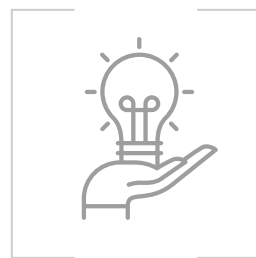
VIRTUAL CAMPUS
STUDENT POINTS
OF VIEW

04 //



NEW
TECHNOLOGIES

05 //



MASTER'S
THESIS

Learning
Training
Networking
Experience
Real cases
Tutoring assistance

Accreditation

Master's programs in the United States are granted by educational institutions that are licensed to operate as universities. In the case of Panamerican University, this license is issued and regulated by the Florida Commission for Independent Education (FCIE), which is part of the Florida Department of Education.

Academic degrees from the United States are recognized by Commonwealth member countries and are transferable in most countries around the world.



Design your Future

360 Learning

Through our new training model, students may select the training modality that best suits their needs: either 100% online or a combination of in-person and online classes, without losing the opportunity to interact with their teachers and classmates in real time.

The essence of in-person training is maintained through a live platform that facilitates online classes. This new training model is complemented by a Virtual Campus in which the student has access to all learning resources, class recordings, as well as additional content such as webinars and online resources.

By combining the best of both worlds, which include in-person training and online training, this model provides students with greater flexibility, custom training, and the development of digital skills.

Choose your modality:



01 //

Online learning

Enjoy live online classes as if you were present in the classroom or access class recordings on-the-go.

02 //

Blended learning with stay

The blended-with-stay option merges the best of face-to-face and online training, offering a 3-week in-person residency program at the ENAE Business School.

03 //

Oncampus learning

In this flexible modality, face-to-face training is combined with live virtual classes and online activities.

Academic Program

Master in
**International
and Digital Marketing.**

DESIGN AND DEPLOYMENT OF E-COMMERCE AND OMNICHANNEL STRATEGIES

E-commerce and omnichannel strategies have redefined the way companies interact with their customers

FOUNDATIONS OF MARKETING ANALYTICS AND BIG DATA

Optimise your marketing strategies by mastering the analysis of advanced data and Big Data

GLOBAL BRANDS ARCHITECTURE AND DEVELOPMENT

In a globalised market, brands must transcend borders and connect with diverse audiences without losing their identity. Brand architecture and its strategic development are key to building solid, coherent and competitive brands on the international stage

INBOUND MARKETING AND WEB POSITIONING

Improve your online visibility and generate quality traffic with this Inbound Marketing and Web Positioning Course. Acquire the skills and knowledge necessary to attract, convert and retain customers through digital marketing strategies and search engine optimisation (SEO)

INTEGRATED MARKETING COMMUNICATIONS

In a highly competitive and digitalised environment, brands need coherent and effective communication strategies to connect with their target audience

INTERNATIONAL MARKETING

In a globalised world, companies need to develop international marketing strategies to expand their presence in new markets, adapt to different cultures and maximise business opportunities at a global level

INTERNATIONAL BUSINESS

In today's complex economic landscape, characterised by globalisation and interconnected markets, companies are facing a growing demand for professionals with specific skills in international business

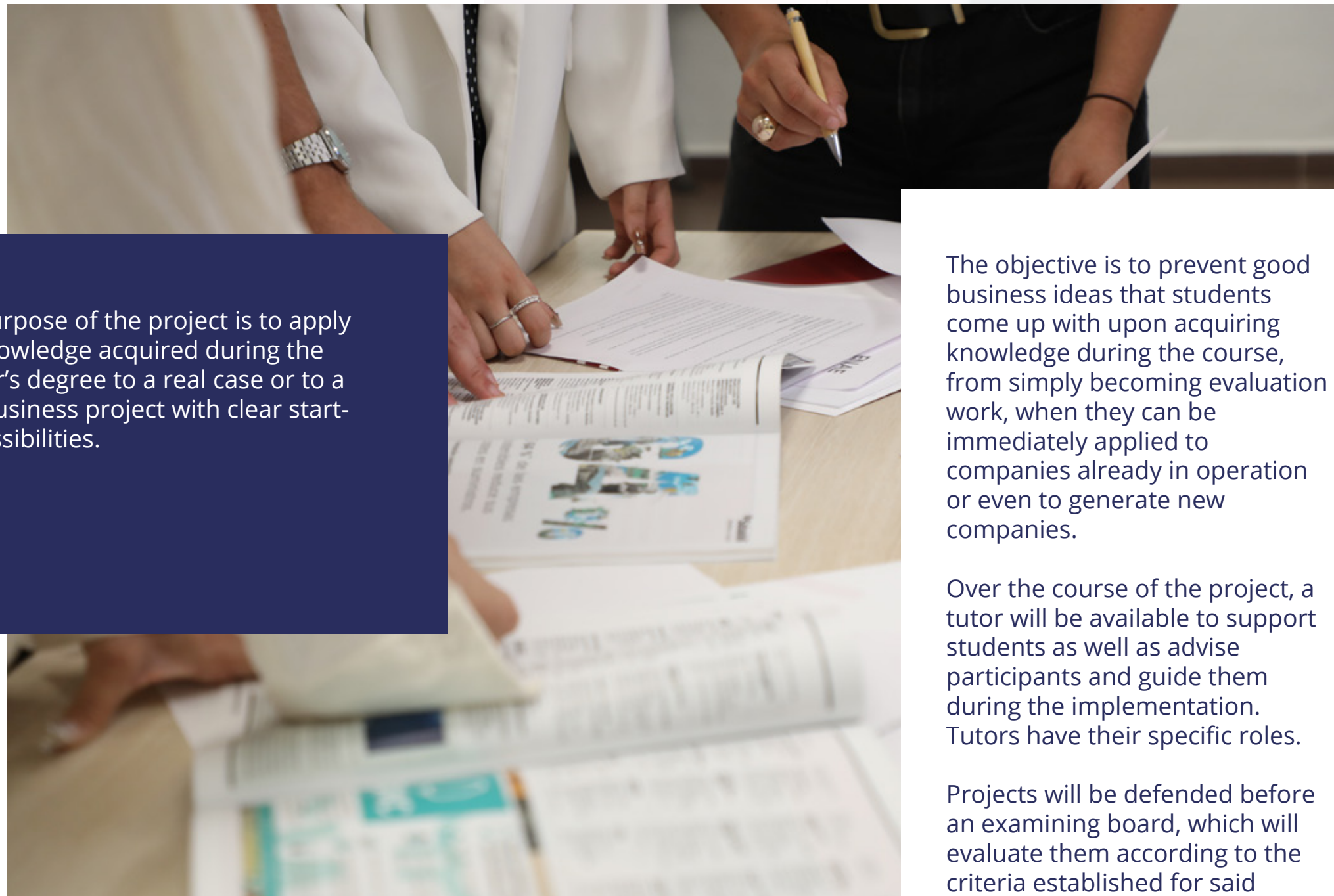
MANAGEMENT OF INNOVATION AND NEW PRODUCT DEVELOPMENT

Innovation is a key driver of competitive advantage in today's dynamic markets. Companies that successfully manage innovation and new product development (NPD) can create value, differentiate themselves, and sustain long-term growth



Master's Thesis

The purpose of the project is to apply the knowledge acquired during the master's degree to a real case or to a new business project with clear start-up possibilities.



The objective is to prevent good business ideas that students come up with upon acquiring knowledge during the course, from simply becoming evaluation work, when they can be immediately applied to companies already in operation or even to generate new companies.

Over the course of the project, a tutor will be available to support students as well as advise participants and guide them during the implementation. Tutors have their specific roles.

Projects will be defended before an examining board, which will evaluate them according to the criteria established for said purpose.

> **Improvements**
at existing
companies.

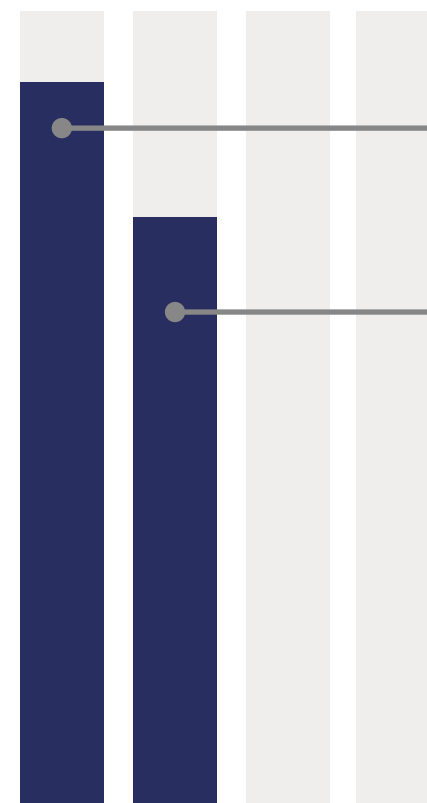
> **Creation**
of new lines of
business.

> **Implementation**
in existing
companies.

Algunas de las empresas en las que han realizado prácticas nuestros alumnos del Máster este año han sido: Hero España, IDCQ Hospitales y Sanidad, HEFAME, IKEA Ibérica, Agrocomponentes, Himoinsa, Portavoz Comunicaciones Integradas, Rapsodia, PC Componentes, El Pozo Alimentación, Terrapilar, entre otras.



1000



93%

Our students are employed upon completing the Master's program.

91 %

Our students achieve career advancement upon completing the Master's program.

All our students become part of ENAE Business School's job bank from the moment they enroll and will have lifetime access, even after completing their studies.

Job and internship opportunities managed each year with leading companies.



ENAE

Experience

> GRADUATION CEREMONY

A MOMENT TO REMEMBER

We honour students with their diplomas after a year of dedicated work, perseverance, and gaining knowledge.



> NETWORKING

PROFESSIONALS & BUSINESS PEOPLE

Exchanging ideas, experiences and knowledge



> SEMINARS AND CONFERENCES

A wide range of topics covered by top-level speakers

Empowering the next generation of business leaders

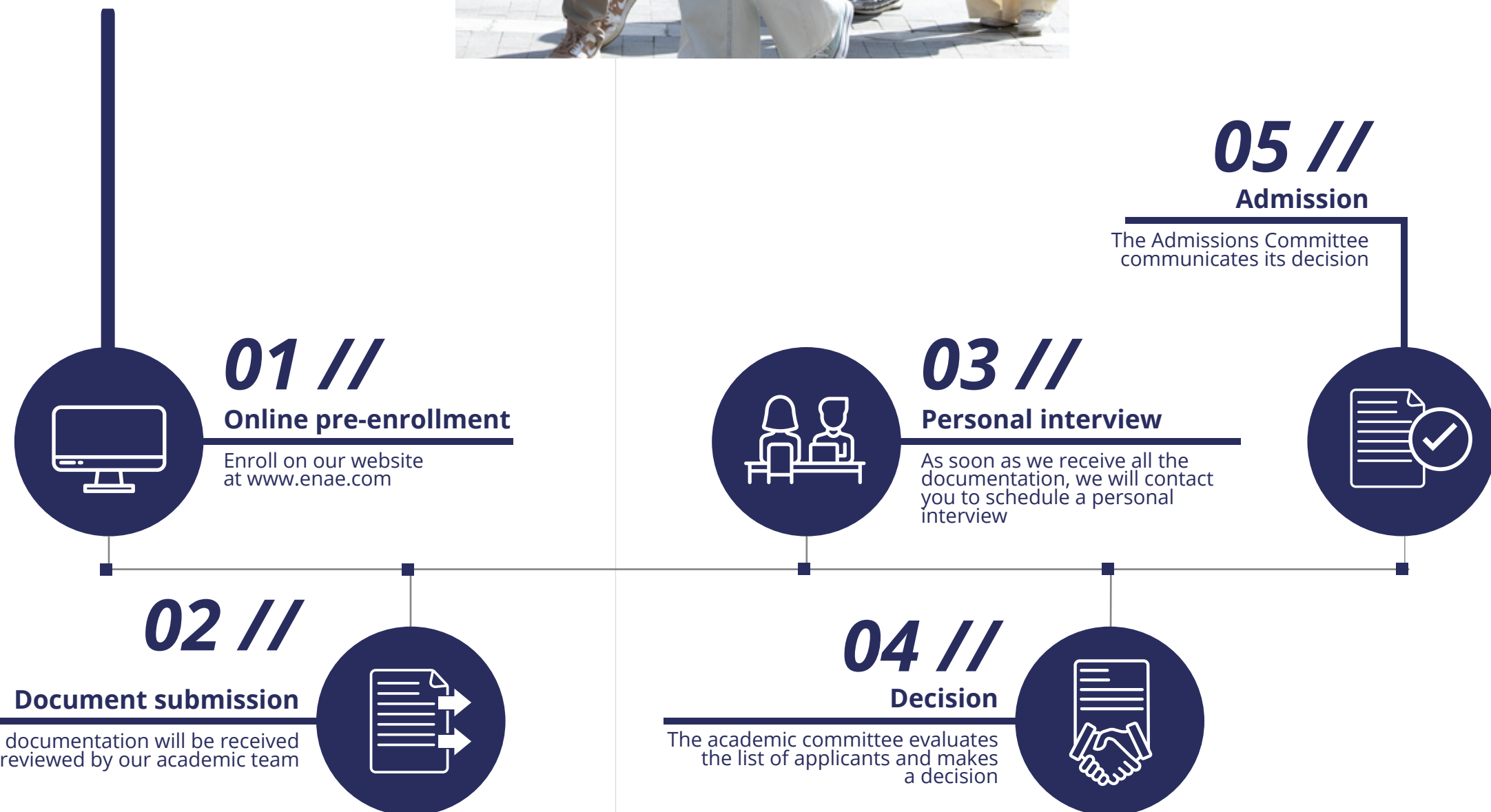




Admission Process

To ensure applicant suitability, all participants must pass an admission process comprising

5 PHASES.



Be motivated to give your best, be eager to learn, have an open-minded attitude, and be ready to forge ahead in an international environment.

Faculty



LAUREN KRESSLER

Lauren Kressler is a professional specializing in market research and strategic planning. She currently works as Director of Market Research and Qualitative Research Manager at 10Fold.

Throughout her career, she has held positions such as General Manager of Market Research and Strategy at Focus Research and Strategy, Director of Market Research at Dooble Click, and Qualitative Manager at Ipsos Consultor.

Regarding her academic background, she holds an MBA from IMF Business School, completed between 2019 and 2021.

She has also shared her professional experience in interviews, such as on the Desde Cero program, where she discussed strategies for entrepreneurial success.

ROCÍO GONZÁLEZ MARTÍNEZ

PhD in Data Science. She holds a degree in Mathematical Sciences with a specialization in Statistics from the Complutense University of Madrid, a Master's Degree in Education with a specialization in Mathematics from Camilo José Cela University, and an Expert Certification in Neuromarketing from the University of Alcalá de Henares. She is currently pursuing a PhD in Data Analysis at the Faculty of Statistics of the Complutense University of Madrid.

She has over 20 years of experience in Data Analysis and Data Mining, with a specialization in the Retail and Banking sectors. As Head of External Communication at IKEA, she led

brand launches and store openings in Portugal. Other clients she has worked with include Makro, El Corte Inglés, Barclays, Fujitsu, Self Trade Bank, and IBM. She was a pioneer in the development of predictive models, customer scoring, clustering, RFM models, basket analysis, the application of Big Data to Human Resources, customer lifecycle analysis, campaign testing, among others.

An honorary professor at the Complutense University, she is a regular speaker at various national and international business schools, including ESADE, UCM, MSMK, and EOI.

JORGE MIGUEL CARRILLO RIVERA

Miguel Carrillo holds a PhD in Administration from the John Molson School of Business at Concordia University, Montreal, and a Postgraduate degree in Microeconomics of Competitiveness from Harvard Business School's Center for Strategy and Competitiveness. He also earned an MBA with a Finance specialization, an Industrial and Systems Engineering degree, and a specialization in Strategy, Organizational Behavior, and International Finance from the Tecnológico de Monterrey (ITESM).

Carrillo is a prominent consultant leading strategic projects for various public and private entities, including

clients such as Blue Waters, Goddard Enterprises, Claro Guatemala, Caribbean Airlines, the Canadian International Development Agency, the Inter-American Development Bank (IDB), and the United Nations Development Programme (UNDP).

In academia, he has served as Executive Director at the Arthur Lok Jack Business School in Trinidad and Tobago and as Dean at Adolfo Ibáñez School of Management in Miami. He has also held roles at ITESM, Midwestern State University, and Western New England University.

ANA MARÍA MONTECINOS BRICEÑO

Ana María Montecinos Briceño is a consultant and educator specializing in ethical communication, marketing, and branding. She is also a columnist, passionate about artificial intelligence, and considers herself a lifelong learner.

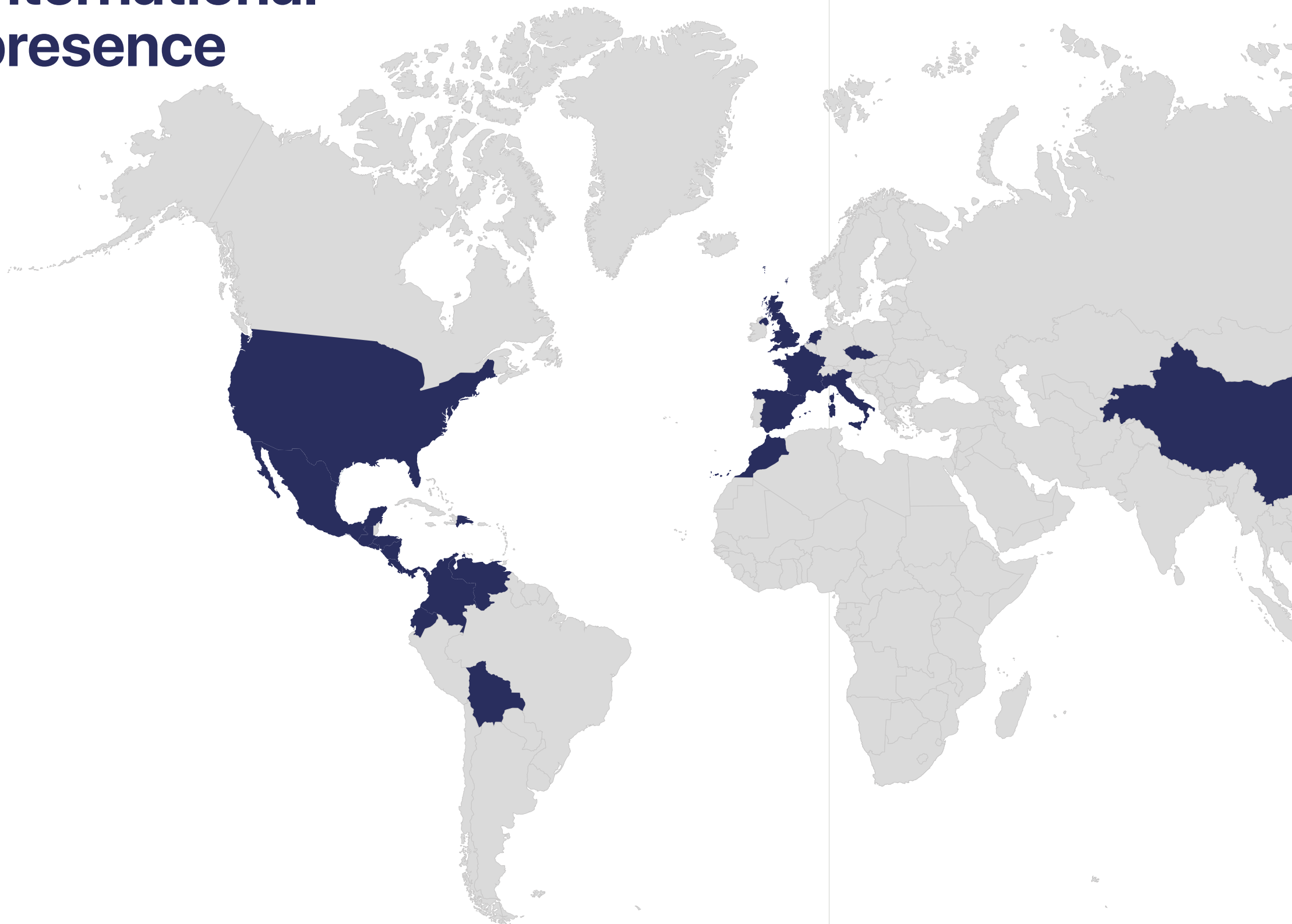
Currently, she serves as a professor at ENAE Business School.

In one of her recent publications, Ana María reflects on the era of immediacy and the importance of respect in professional communication, emphasizing the need to maintain courtesy and professionalism in work interactions.





International presence



- > United States
- > Mexico
- > Guatemala
- > Honduras
- > El Salvador
- > Nicaragua
- > Costa Rica
- > Panama
- > Venezuela
- > Colombia
- > Ecuador
- > Peru
- > Bolivia
- > Dominican Republic
- > United Kingdom
- > Poland
- > Czech Republic
- > Netherlands
- > Italy
- > France
- > Morocco
- > China
- > India
- > Pakistan
- > Spain

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