



MIP

POLITECNICO DI MILANO
GRADUATE SCHOOL OF BUSINESS

INTERNATIONAL MASTER IN MULTICHANNEL MARKETING MANAGEMENT

IN PARTNERSHIP WITH



DIRECTORS' WELCOME

Alberto Cellini



Susan Chen



Welcome to **IM4**, the **International Master in Multichannel Marketing Management** at MIP. The program is designed to equip you with both classic practices and innovative developments in marketing. The job of a marketer is demanding today: a marketer needs to be creative, but also structured and sensitive to accountability; a marketer needs to react fast to latest technological developments, but also to keep people in the center of all reasoning. In this program, we aim to prepare you for a successful and impactful career in marketing.

MIP is among the best business schools in Europe ranked with international accreditation. Being part of Politecnico di Milano School of Management, it is at the forefront of research on the impact of ICTs on marketing process and on new marketing accountability. Furthermore, Politecnico also has one of the world's best engineering schools and design schools, providing multifaceted faculties and a comprehensive set of stimuli required in today's marketing.

With the success in previous edition, continuous enrichment on teaching methodology and extensive collaboration with companies and international partners, IM4 aims to offer you a rewarding learning experience where theory and practice are fully entwined.

Start your journey with us, and become the marketer of the future.

WHY MIP?

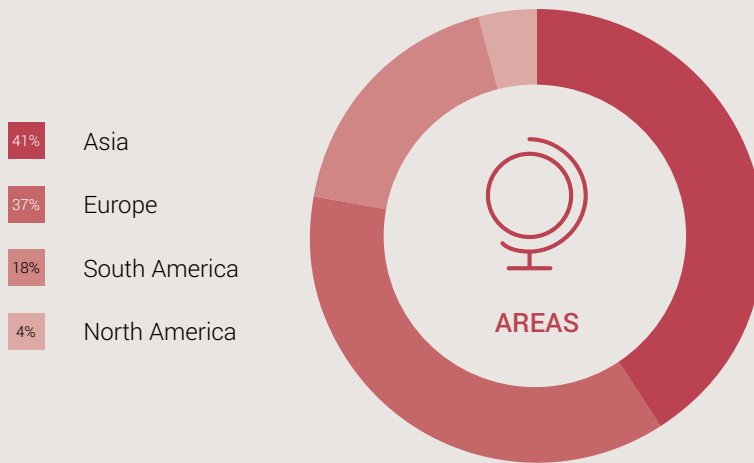
MIP and Politecnico di Milano have always been at the forefront of education and research in the field of marketing and the relation between companies and markets. Our Observatories on ICT and business, Mobile Marketing and Services and Multichannel Marketing, as well as the Laboratory on Multimedia Convergence represent landmarks

in the field of multichannel marketing studies and applied research nationally and internationally. Furthermore, the intrinsic orientation towards new technologies of an engineering university as Politecnico permeates MIP's approach, characterized by a passion for quantitative analysis and innovation.

- ⊕ **IBM** is a globally integrated technology and consulting company headquartered in Armonk, New York. With operations in more than 170 countries, IBM attracts and retains some of the world's most talented people to help solve problems and provide an edge for businesses, governments and non-profits. Innovation is at the core of IBM's strategy. Today, IBM is focused on four growth initiatives - business analytics, cloud computing, growth markets and Smarter Planet.
- ⊕ **Nielsen N.V.** (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.
- ⊕ **OTB** is the parent company of some of the most iconic fashion brands like Diesel, Maison Margiela, Marni, Viktor&Rolf, and state-of-the-art companies like Staff International, and Brave Kid. These brands are globally recognized as the brands of unconventional, individual consumers. OTB reveals its brands' true essence and character: innovative and iconic, unique and daring. Chaired by Renzo Rosso, the Italian entrepreneur who founded Diesel, the group embodies his spirit and vision today.
- ⊕ **RULEX** is an analytics software company providing algorithms and tools in a complete platform for data discovery, machine learning and prediction. Headquartered in Boston, MA, Rulex has research and development facilities in Genoa, Italy, and has industry channel partners in the US and Europe. Rulex Inc. offers the first-ever cognitive machine learning platform for the Enterprise and the Internet of Things.
- ⊕ **UM** is a global media agency that fuses curiosity and creativity to unlock competitive advantage for brands through media. The philosophy of curiosity is driven by the power of story-telling fueled by intelligence, insights and ideas. A division of IPG Mediabrands, the global media holding company of Interpublic, UM has more than 130 offices in 100 countries and over 4,800 employees committed to developing creative, strategic and customized campaigns for every client. UM's list of clients includes Brown-Forman, Chrysler, Coca-Cola, ExxonMobil, Hershey's, Johnson & Johnson, L'Oreal Paris, and Sony.

CLASS COMPOSITION

AREA OF PROVENANCE



GENDER

27 Students...
...from 12 different countries



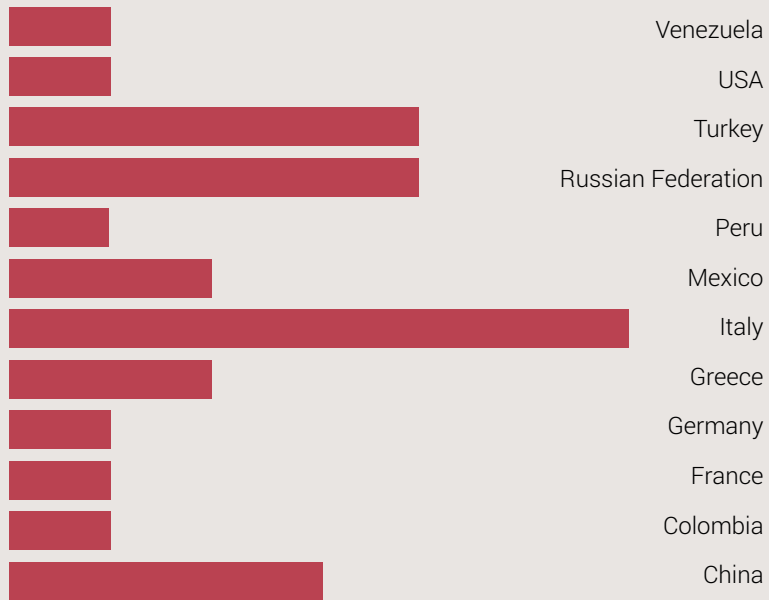
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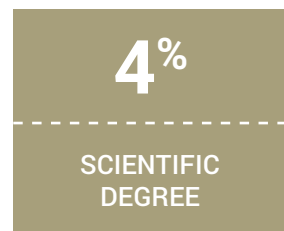
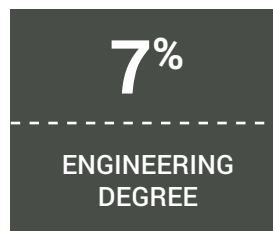
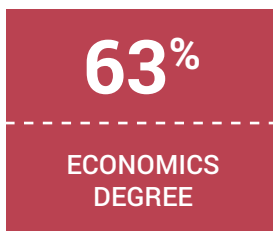
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COUNTRY OF ORIGIN



ACADEMIC BACKGROUND



Class Composition

MULTICHANNEL MARKETING MANAGEMENT

The globalization of the markets, the growing need to design customer-centered and accountable marketing strategies and the digital revolution require marketers able to develop, manage and control **marketing programmes delivered through different channels** (physical and digital), as well as to interact with the customers, the operations and the R&D departments to develop innovative offers. The International Master in Multichannel Marketing Management (IM4) is a master programme specifically designed for freshly-graduated talents willing to face the challenges of marketing in the contemporary age.

This essentially encompasses **4 key competences**:

1. The ability **to design and manage valuable customer experiences** (with a special sensitivity derived by continuous relations with Italian and Multinational companies at the forefront of experiential marketing);
2. The ability **to exploit the opportunities in communication, promotion and distribution** enabled by ICTs and big data;
3. The ability **to develop marketing accountability** in order to quantify and effectively measure returns on marketing investments;
4. The ability **to combine managerial skills and creativity**, interacting with the operations, R&D and Finance & Control to develop sustainable innovations and continuous improvement in customer relationships.

IM4 pursues these formative goals through a combination of **classroom activities, simulations, case studies, business games, e-learning, seminars and workshops**. This set of methods, together with the collaboration with important partners such as IBM, Nielsen, OTB, Rulex and UM, allows participants to develop a thorough theoretical background and to experience their application in real business situations.

EXPERIENCE DESIGN & MARKETING: THE ITALIAN WAY

The Italian brands and products are synonymous with a unique esthetic appeal and high quality, so that **“Made in Italy”** has become a sort of brand. The Italian Style is the fruit of years of experience, design excellence and a **combination of knowledge and values translated into a value proposition** that is able to live up to the highest customer expectations. This module of the program aims to analyze cases and strategies undertaken by paramount Italian brands in key sectors like food & wine, design furniture, fashion, automotive and industrial goods. It introduces the **Italian way of experiential marketing** and how it benchmarks against the rest of the world.

PROGRAMME STRUCTURE

THE PROGRAMME IS DIVIDED INTO SIX MAJOR MODULES:



MANAGEMENT BASICS

Introduction to general management, organization and financial accounting.



MARKETING MANAGEMENT

Market analysis tools, marketing strategy, marketing decisions and plan and digital marketing.



ADVANCED MARKETING - MARKETING IN AN INTERCONNECTED WORLD

Advanced digital marketing, multichannel marketing, big data and analytics for marketing, customer centricity, quantitative methods for marketing and advanced marketing performance measurement.



EXPERIENCE DESIGN & MARKETING - THE ITALIAN WAY

Workshops and company presentations introducing the principles of experiential marketing through the storytelling of paramount Italian brands such as Diesel (OTB), Technogym, Masciarelli Winery, Piaggio among others.



ELECTIVE COURSES

Short programs and concentrations for customizing the training program.



SOFT SKILL COURSES

Effective communication, leadership, self-marketing, diversity management.

TIMELINE



THE ELECTIVES AND EXCHANGE PROGRAMMES ABROAD

Students will have the opportunity to specialize their master by following elective concentrations* on topics such as:

- > **Advanced Marketing**
- > **Brand & Communication**
- > **B2B and Trade Marketing**
- > **Retailing and Supply Chain Management**
- > **Entrepreneurship & Marketing**

Participants may follow elective courses also in one or more business schools in the network of international MIP partners.

** Electives may be subject to changes every year.*

For most international specializing masters, MIP offers an intensive Italian language course during the first week of classes. Students have then the opportunity to attend a standard Italian language course (up to 40 hours) along the semester.



WHO IS THE PROGRAMME DESIGNED FOR?

IM4 is catered towards graduates who wish to develop and advance their career in the area of marketing with distinctive competences that allow them to cover relevant positions in marketing, communication and CRM departments in B2B and B2C companies operating at an international level.

CANDIDATES WILL BE ABLE TO TARGET ROLES LIKE:

- > market analyst
- > product manager
- > digital marketing specialist
- > CRM specialist
- > communication specialist
- > trade marketing specialist
- > brand specialist
- > campaign manager

and to reach up to higher managerial positions like brand manager, marketing manager, communication manager. Our IM4 candidates have carried out internships and project works in companies such as Nielsen, IBM, UM, Piaggio, BMW, Sephora.

STUDENTS' TESTIMONIALS



William Funck

Italy
IM4 2016

During this Master course I had the chance to approach Multichannel Marketing both under a qualitative and quantitative perspective. Being exposed to real business cases, interacting with classmates coming from 12 different countries, learning from inspiring and extremely knowledgeable professors and networking with global customer-centric companies are the main takeaways from this experience. Furthermore, thanks to the MIP I had the one in a lifetime opportunity to start a 6-month internship in Nielsen, the leading global information and measurement company that enables companies to understand consumers and consumer behaviour. I am confident that I will enrich my professional profile thanks to this experience.



Martina Stephanie Stöcklmeyer

Germany
IM4 2016

I really enjoyed to study with students from so many different countries: it was a really multicultural learning environment. The lectures and the professors were amazing; it was always interactive and connected to the real economy. MIP gave me the opportunity to write my project work in cooperation with BMW, which is not only a great chance to expand my own network, it is also interesting to see how such big companies implement all the strategies, that I learned at MIP.



ADMISSIONS

The requirements for the IM4 programme are:

- > Application form (www.applyformasters.net)
- > Application fee receipt (€100)
- > CV or resume in English
- > University degrees and transcripts
- > English certificate (TOEFL, IELTS or equivalent) for non-native speakers
- > Motivation letter
- > Two reference letters
- > Copy of valid passport
- > Digital passport-sized picture

Applicants will have to sit for a motivational interview on campus or online.

At the end of the programme, students will gain a Specialising Master Degree from Politecnico di Milano.

TUITION FEE

The tuition fee amounts to 15,000€.

Early-bird and merit-based scholarships are available.

CONTACTS

MIP Admissions Office

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www.mip.polimi.it/im4



Executive Education
Ranking 2016



European Business Schools
Ranking 2015



POLITECNICO DI MILANO
GRADUATE SCHOOL
OF BUSINESS



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