

## Pre-enrollment and enrollment

**Pre-enrollment:** <https://bit.ly/2WBZSKI>

The period to apply for the pre-enrollment is available on the website of the master's degree program.

**Enrollment:** You can enroll in the master's degree via online, using the online application available for this purpose, or you can go directly to Campus Academic Management Unit in order to matriculate in the master's degree. In the latter case, you will receive a previous appointment assigned to you once you have been admitted in the master's degree program.

## 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:

<https://mueme.com>

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

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**MUEME**  
Estrategia y Marketing

 **UCLM**



Acredited by Spanish  
Agency of Quality ANECA

# Master's degree program in Business Strategy and Marketing

60 créditos  
ECTS

### This master's degree is organized by:

Department of Business and Management.  
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](https://mueme.com)

## Presentation: What does MUEME Offer?

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The Master's Degree in Business Strategy and Marketing, MUEME, aims to offer advanced training in Strategy and Marketing.

Our commitment and added value is focused on:

- Teaching students a solid base on fundamentals, theories and advanced concepts in both strategy and marketing research.
- Developing at classroom an active and participative approach based on the development of competences thanks to the analysis and discussion of real business cases studies.
- Organizing conferences by professionals, classes with prestigious professors and talks on the experiences of former graduates who are now successful professionals.
- Distributing the teaching in small groups (15 students per group), providing partial virtual teaching and personalized attention.
- Pnternships, scholarships and collaboration with companies and institutions both regional and national level. IWhere realize tasks of support to the head office or related departments: marketing, technology, operations and RRHH.
- Visiting companies and Masterclasses with CEOs/experts.
- Accessing to the research career and the PhD in Economics and Business at the UCLM International School for PhDs.
- Working on how to createf reports, the decision process of management roles and the simulation of business reality.
- Obtaining an Official Mster's degree adapted to the EEES.
- A highly competitive public price: 801.52 euros/year fees included



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Grupo MUEME



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## Curriculum and Subjects

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### First term subjects/courses (6 ECTS each)

- Corporate and International Strategies
- Innovation and Knowledge Management Strategies
- Human Resources Strategies
- Strategic Marketing
- Marketing Strategies in Specific Sectors

### Second term subjects/courses (4,5 ECTS each except Master Thesis)

- E-Business and Marketing Strategy
- Corporate Social Responsibility and Strategy
- Internships
- Integrated Seminars
- Master Thesis(12 ECTS)

## Career Opportunities

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At the end of the MUEME our students will be able to carry out the tasks of a company's management, work in the context of top management teams or provide professional services related to strategic consultancy. More specifically:

- Organizational knowledge management.
- Management of R&D teams.
- Market research.
- Marketing, digital marketing and e-commerce.
- Human resources management.
- Corporate social responsibility and sustainability of the company.
- Researcher in Business Economics (After finishing PhD).