CEDEU
CENTRO DE ESTUDIOS UNIVERSITARIOS

centro universitario adscrito a:
Universidad Rey Juan Carlos

Official University Master's Degree in Digital Marketing Management, Social Media and AI

+ CEDEU Master in Business Administration (MBA)

Language	Format	Credits	Duration	
Bilingual	**In person**	**60 ECTS**	**10 months**	**cedeu.es**

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DURATION	1 ACADEMIC YEAR – 60 ECTS – 1,500 hours
START DATE	OCTOBER 2027
DEGREE	Official University Master's in Digital Marketing Management, Social Media and Artificial Intelligence by Rey Juan Carlos University
FIELD OF KNOWLEDGE	Social and Legal Sciences
FORMAT	In-person
INSTITUTION	CEDEU University Studies Center
LANGUAGE OF INSTRUCTION	Bilingual
INFORMATION AND ADMISSIONS	For more information, you can contact CEDEU directly at our Madrid campuses, visit www.cedeu.es, email info@cedeu.es, call 917 254 439, or WhatsApp 618 209 975.

WHO IS IT FOR? ADMISSION PROFILE

This is a complementary and specialized program aimed at university graduates from various fields of knowledge, especially Communication, Marketing, Economics and Business, and related areas.

This is a complementary and specialized program aimed at university graduates from various fields of knowledge, especially Communication, Economics and Business, Engineering, and related areas.

One of its main objectives is to provide strategic, analytical, technological and managerial competencies for the design, implementation and management of digital marketing strategies, social media communication and the application of artificial intelligence in business and organizational environments.

Students may access the master's holding official university qualifications whose most suitable profiles would be degrees related to Business Administration and Management, Marketing, Audiovisual Communication, Advertising and Public Relations, Protocol and Event Organization.

Likewise, graduates from other areas of knowledge who can demonstrate interest or professional experience in marketing, digital communication, business management, data analytics or digital transformation may also access the program, or their foreign equivalents, whether from the European Higher Education Area or any other area, following verification of the equivalent level of training for access, in accordance with current regulations.

STUDENT PROFILES

1. Graduates in Administration, Business and Economics

2. Graduates in Marketing, Communication and Creative Fields

3. Graduates in Engineering and Technology

4. Professionals in Digital Environments and Business Transformation

5. Graduates in Law and Social and Legal Sciences

6. Entrepreneurs and Executives with Interest in Innovation and AI

CHARACTERISTICS OF THE OFFICIAL UNIVERSITY MASTER'S IN DIGITAL MARKETING MANAGEMENT, SOCIAL MEDIA AND ARTIFICIAL INTELLIGENCE

The Official University Master's in Digital Marketing Management, Social Media and Artificial Intelligence offers practical and strategic training that integrates marketing, technology and innovation, preparing students to make data-driven decisions.

The **Official University Master's in Digital Marketing Management, Social Media and Artificial Intelligence** offers practical and strategic training that integrates marketing, technology and innovation, preparing students to make data-driven decisions, apply artificial intelligence and lead the digital transformation of companies and institutions in a competitive and constantly evolving environment.

The program is characterized by offering comprehensive and up-to-date training that combines the strategic foundations of marketing with advanced use of digital tools, social platforms and artificial intelligence-based technologies.

The program is designed to equip students with the skills for strategic decision-making, analysis of digital markets and planning of results-oriented marketing actions, in an increasingly competitive and digitalized business environment. Likewise, the Master's is distinguished by its practical and applied approach, oriented towards solving real problems in business and institutional contexts. Throughout the program, students work with real cases, applied projects and professional digital analytics tools, automation, social media management, online advertising and artificial intelligence systems, fostering the development of professional competencies directly transferable to the labor market.

Furthermore, the Master's places special emphasis on innovation, ethics and digital sustainability, addressing the impact of artificial intelligence, responsible use of data and regulation of the digital environment. This perspective enables the training of professionals capable of leading digital transformation processes, managing the online reputation of organizations and designing marketing and communication strategies aligned with current social, legal and technological values.







MASTER'S PROGRAM OVERVIEW



The program is designed to train experts with a strategic vision, capable of integrating marketing, technology and advanced analysis for decision-making in public and private organizations.

This Master's offers solid training in the fundamentals of digital marketing and strategic management, incorporating cross-cutting use of social media, digital analytics, process automation and practical applications of artificial intelligence. Throughout the program, the student acquires competencies to design, execute and evaluate digital marketing and communication strategies oriented towards value creation and achievement of business objectives.

The Master's orientation is eminently practical and professionalizing, combining academic rigor with applied work on real cases, projects and tools used in the professional field. This methodology enables students to develop technical, analytical and managerial skills, as well as cross-cutting competencies related to leadership, critical thinking and change management in digital environments.

Finally, the Master's places special emphasis on innovation, ethics and responsibility in the use of digital technologies and artificial intelligence. From a current and multidisciplinary perspective, the program prepares students to face the legal, social and technological challenges of digital marketing, training professionals capable of driving the digital transformation of organizations in a sustainable manner aligned with the demands of the global environment. The Official University Master's in Digital Marketing Management, Social Media and Artificial Intelligence responds to the growing demand for professionals capable of leading marketing and communication strategy in a business environment.

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CEDEU MBA MASTER'S OVERVIEW

The Master of Business Administration (MBA) is a CEDEU's own program delivered online as a complement to the official Master's, to enhance the competitive professional profile of Master's students. It is designed to develop executives and professionals capable of leading organizations in complex, competitive and constantly changing environments.

The MBA provides a global vision of the company, integrating strategy, finance, marketing, operations and talent management, with a focus on decision-making and real impact on results.

The program combines a solid conceptual foundation with a practical and applied methodology, based on the analysis of real cases, business simulations, strategic projects and teamwork. Throughout the MBA, students develop key leadership skills, critical thinking, negotiation and change management, while also incorporating the latest trends in innovation, digitalization and business sustainability.

The MBA is aimed at professionals with managerial ambitions, entrepreneurs and profiles with leadership potential who seek to advance their careers, take on greater responsibilities or launch their own business projects. It is a transformative program that allows expanding the professional network, strengthening strategic vision and acquiring the necessary competencies to lead successfully in a global business environment.

MASTER'S PROGRAM STRUCTURE

The Master's offers an integrated vision of digital marketing, social media management, advanced analytics and artificial intelligence, enabling an understanding of consumer behavior and optimization of communication strategies in digital environments.

The Official University Master's in Digital Marketing, Social Media and AI has a training program that spans an entire academic year.

CEDEU views this master's as a high academic and professional rigor program, adapted to a constantly evolving sector such as digital marketing. Therefore, the program combines a solid strategic foundation with a practical and up-to-date orientation, fostering the acquisition of key competencies to confidently operate in digital, creative and technological environments. In this framework, ECTS credits act as a common standard of quality in higher education, reflecting the workload that the student must undertake to achieve the expected learning outcomes. The learning objectives describe what the student should know, understand and be able to do after completing the learning process. The workload indicates the average time students would need to complete all learning activities (lectures, seminars, projects, internships, independent study and examinations) required to meet those learning objectives.

Following the ECTS USER'S GUIDE published by the European Commission in collaboration with the European Higher Education Area and Bologna Process, each ECTS credit delivered by CEDEU for this Master's carries a workload of 25 hours.

Likewise, the program enhances key competencies such as leadership, analytical capacity and project management, preparing the student to join the labor market or develop their own initiatives in the field of digital marketing and innovation.

Each ECTS credit taught by CEDEU relating to this Official University Master's Degree has a teaching load of 25 hours.

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CEDEU

CEDEU University Studies Center was established under current regulatory standards, affiliated with King Juan Carlos University. It is a higher education institution whose academic policies articulate teaching, research, dissemination and cultural creation, through a modern academic and administrative organization, supported by high-level academics and excellent educational programs aligned with the needs for the comprehensive training of university students who, as professionals, are competent in the labor market and socially responsible.

CEDEU University Center was created with the objective of responding to the training needs that people and society demand and require at any given time, which is why it is committed to inclusion, innovation and excellence in the generation, transmission, preservation and application of knowledge for the benefit of society. The Center is officially and legally recognized by the Government of the Autonomous Community of Madrid, and registered as such in the Registry of Universities, Centers and Degrees of Spain (RUCT) of the Ministry of Science, Innovation and Universities under number 28053897.

CEDEU University Center aims to respond to social demand. To achieve its objectives, significant priorities have been established for individuals and society. CEDEU is authorized to offer official university studies, undergraduate and postgraduate degrees, in both in-person and blended formats.

CEDEU PROFESSIONAL GUARANTEE 10

1 Commitment

CEDEU supports the training of leaders capable of developing positive excellence, equity, social commitment, ethics and civic responsibility. Its development is inspired by respect for freedom of thought and the reinforcement of personal and social humanistic values.

2 Experience

The experience and extensive track record of the CEDEU Board of Trustees and King Juan Carlos University in high-level training ensures optimal quality levels required by current university legislation.

3 Network

CEDEU maintains relationships with numerous ethical and international associations that guarantee the quality of its teachings. Companies and professionals can make their contributions with the assurance that our Institution will apply their recommendations for the benefit of our students.

4 Flexibility

Decentralized training benefits students with just-in-time learning methods. CEDEU adapts to meet the requirements of participants in its university programs.

5 Discipline

The in-person methodology of CEDEU's Master's programs requires a high level of commitment, responsibility and organization — qualities intrinsic to today's professionals.

6 Methodology

CEDEU has developed a teaching methodology in which all training activities have been designed with the needs of students who want to study while managing their professional and family obligations in mind.

7 Cost

CEDEU offers competitive costs and a flexible financing system perfectly adapted to the reality of the environment it serves.

8 Excellence

The official university programs offered by CEDEU have received a favorable assessment from the National Agency for Quality Assessment and Accreditation – ANECA.

9 Personalization

Teachers constantly monitor the level of student participation, being able to detect individual needs and provide much more personalized attention.

10 Interactivity

CEDEU is committed to the exchange of ideas, experiences and opinions, making available to professionals forums, chats, social networks and other participation and interaction tools.



CEDEU. WHERE ARE WE?

MADRID CITY CENTER CAMPUS

José Picón 7, MADRID

Madrid is the ideal city to pursue university studies. CEDEU is located in the heart of Madrid's Salamanca district, at Calle José Picón, number 7, with modern facilities.

The Community of Madrid has more than six and a half million inhabitants, with Madrid being a vast and continuously growing city. Located in the center of the Iberian Peninsula, with extraordinary communication networks, it is connected to all national and international destinations thanks to its high-speed trains and international airport. Madrid is accustomed to welcoming people from different parts of Spain and the rest of the world.

Madrid is the only city in the world that has nine UNESCO World Heritage sites within less than two hours, and our city is one of the most important art and cultural centers in Europe, hosting one of the richest activity calendars.

It is also worth noting the sporting activities concentrated in the capital and its famous gastronomy featuring the best of all regions of Spain.

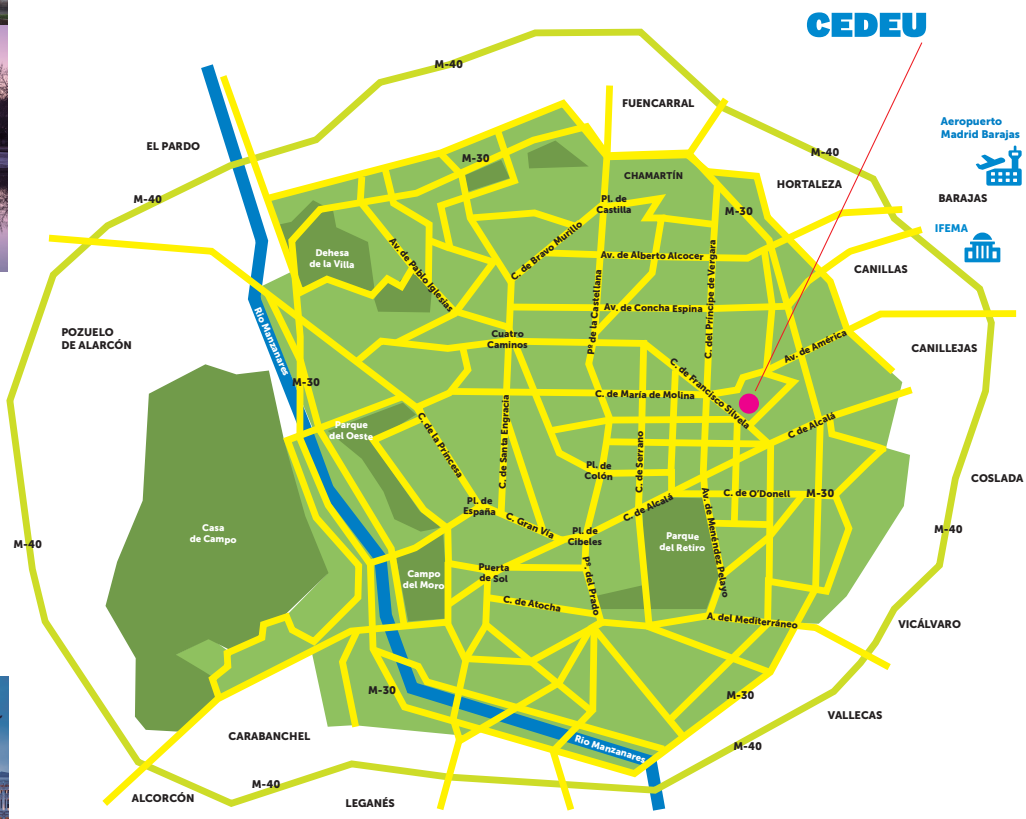
It is impossible to talk about Madrid without mentioning its Art Walk, comprising the Prado Museum, the Thyssen, the Reina Sofía, CaixaForum, among many others — an essential tour for all art lovers. Other places of interest include the Plaza Mayor, the Royal Palace, the Neptune and Cibeles Fountains, the Puerta del Sol or the Puerta de Alcalá, and emblematic spots such as El Rastro or El Retiro, among others.

Undoubtedly, in addition to its cultural prominence, Madrid currently hosts the largest corporate and legal headquarters in the country. As the seat of the Government of Spain, the Congress and the Senate, it concentrates large volumes of social, organic, structural, legal and economic decisions.









REY JUAN CARLOS UNIVERSITY

CEDEU's affiliation with Rey Juan Carlos University combines the experience and extensive track record of the University Center's Board of Trustees with the recognized prestige of the URJC, one of the six public universities in the Community of Madrid.

It was created by Law 7/1996, of July 8, 1996, with the Latin motto "Non nova, sed nove" ("Not new things, but in a new way"), and its slogan is "Public and ready for you". According to the latest official statistical data from the institution's own census, the URJC is the third largest public university in the region by number of students.

Rey Juan Carlos University distributes its educational offer across areas (Health Sciences, Experimental Sciences and Technology, Communication Sciences and Legal and Social Sciences), and has four operating campuses in Alcorcón, Madrid, Fuenlabrada, Móstoles and Vicálvaro.

Non nova, sed nove

"Not new things, but in a new way"









The URJC includes in its academic offering Bachelor's Degrees, Double Degrees, English-language Degrees, Semi-presential Bachelor's Degrees, and Doctoral, Master's and Own Degree programs; and also promotes active cooperation projects with companies and scientific and cultural institutions, sharing with CEDEU University Center the priority objective of achieving academic excellence and professional qualification for students.

CEDEU joins the Madrid Universities initiative to promote and support social commitment and university cooperation for development, to which the URJC already belongs, with the objective of incorporating solidarity with society into student training.

"Public and ready for you"

FACULTY AND COLLABORATORS

The CEDEU teaching staff for this University Master's is made up of a team of prestigious qualified and specialized expert professionals, including doctors, entrepreneurs and executives with extensive experience in university teaching and in their professional activities.

In order to develop fully dynamic and professionalization-focused training, it is important to have a first-rate, highly competitive faculty with extensive teaching experience in higher-level programs. The key is to take advantage of the opportunities and debates that arise during the development of the Master's.

There will be an excellent teacher-student relationship and its application in internships in companies and public-private institutions. Throughout the program, we will have the opportunity to share the classroom with first-level teachers and collaborators.



PARTNER COMPANIES

renta4banco

EY Abogados

bechtle

DENTSU CREATIVE

RENAULT

¡HOLA!

Afianza

Boyacá

IFEMA MADRID

ILUNION

AXA

sikla

NOTIGEST

MELIÃ HOTELS INTERNATIONAL

CUOTA

Medtronic

EUROMASTER
LOS NEUMÁTICOS NECESITAN EXPERTOS

Deutsche Bank

El Corte Inglés

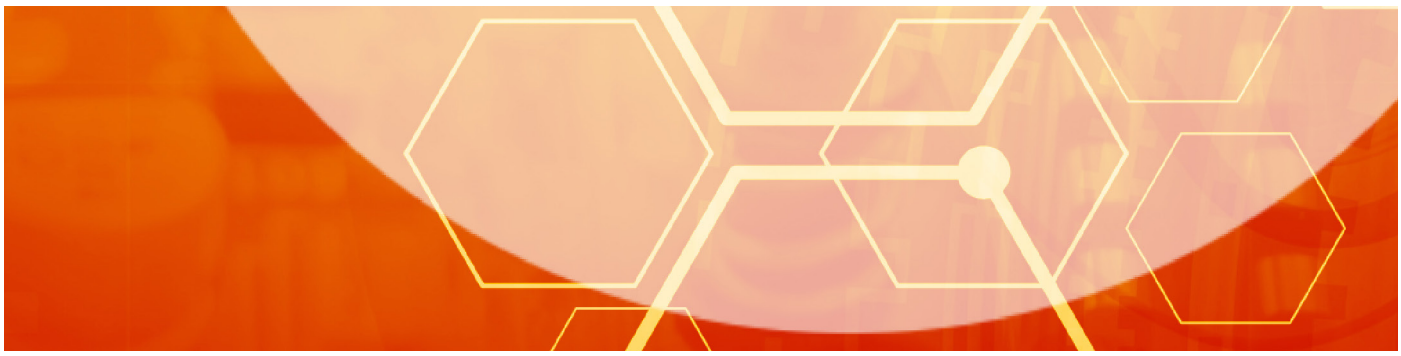
REPSOL

MUTUAMADRILEÑA

RIU HOTELS & RESORTS

welcome! publicidad

sacyr



ADMISSION REQUIREMENTS

In accordance with Royal Decree 822/2021, of September 28, which establishes the organization of university education and the quality assurance procedure, it is necessary to:

Hold an official Spanish university degree or one issued by a Higher Education institution in the European Higher Education Area that qualifies the holder in the issuing country for access to master's studies.

Be a graduate from educational systems outside the European Higher Education Area without the need to have their degrees recognized, following verification by the University that they certify a level of training equivalent to the corresponding official Spanish university degrees and that qualify in the issuing country for access to postgraduate studies.



1

The first step is to fill in the admission application.

2

Once the form is completed, one of our personal advisors contacts the student to verify that the required criteria are met and to help them draw up a personalized study plan (number of credits, credit transfers, etc.).

3

The next step for the student is to send the required documentation to formalize admission.

4

Once the required documentation has been certified and verified, the student must complete enrollment with the payment method best suited to their needs.

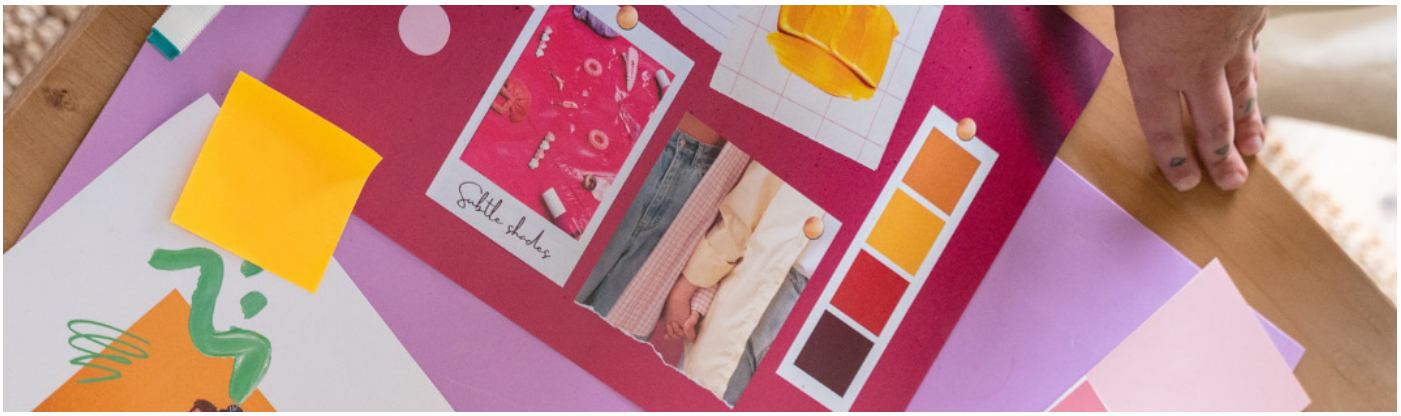
5

The final step is for the student to receive their access credentials to CEDEU's Virtual Campus and begin organizing the course in the way that best suits their needs.



CURRICULUM

Subjects	ECTS	Semester	Type
Search strategies (SEO and SEM)	6	1st Semester	Mandatory
Inbound marketing and content marketing	6	1st Semester	Mandatory
Social media and audience profiles	6	1st Semester	Mandatory
Display advertising and mobile marketing	6	1st Semester	Mandatory
Email marketing and automation through AI	6	1st Semester	Mandatory
Funnels, customer loyalty and CRM	6	2nd Semester	Mandatory
Web analytics and marketing metrics	6	2nd Semester	Mandatory
eCommerce and web design	6	2nd Semester	Mandatory
Internships	6	2nd Semester	Mandatory
Master's thesis	6	2nd Semester	Thesis



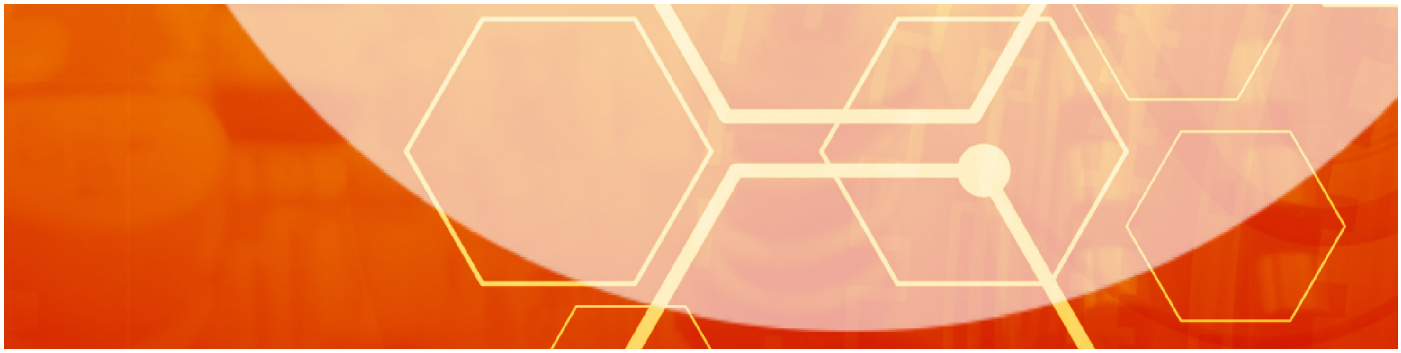
CAREER OPPORTUNITIES



SKILLS, ABILITIES AND KNOWLEDGE

All participants who successfully complete this Official University Master's in Digital Marketing Management, Social Media and Artificial Intelligence will be able to:

1. Ability to design and lead digital marketing strategies aligned with the strategic objectives of the organization and oriented towards value creation.
2. Advanced knowledge of the main digital platforms and social networks, as well as their management, analysis and optimization models.
3. Skill to analyze data and digital metrics, interpreting quantitative and qualitative information for data-driven decision-making.
4. Ability to apply artificial intelligence tools and techniques in marketing, digital communication, content personalization and process automation.
5. Knowledge of digital advertising, performance marketing and web analytics, including SEO, SEM, programmatic advertising and ROI optimization.
6. Skill to manage brand and online reputation, developing digital branding strategies and corporate communication in digital environments.
7. Ability to lead projects and teams in digital environments, promoting innovation, interdisciplinary coordination and change management.
8. Knowledge of the legal, ethical and regulatory framework of the digital environment, including data protection, responsible use of artificial intelligence and digital communication.
9. Skill to design and manage digital business models and e-commerce, integrating strategy, technology and user experience.
10. Capacity for strategic, critical and creative thinking, applied to the resolution of complex problems in digital and rapidly changing business contexts.





FUNDING, SCHOLARSHIPS AND GRANTS

- ACADEMIC EXCELLENCE
- ACADEMIC PERFORMANCE
- COLLABORATION
- CONTINUITY
- COLLECTIVES
- CEDEU COMMUNITY
- YOUTH CARD · INJUVE
- LARGE FAMILY
- ENROLLED SIBLINGS
- SINGLE-PARENT FAMILY
- CERVANTES
- EARLY PAYMENT
- CAM / MECD
- BANK FINANCING
- DIRECT FINANCING
- COMMUNITY OF MADRID
- MAEC-AECID
- INDIVIDUAL TRAINING PERMIT
- TRAINING GRANTS R.D.L. 4/2015





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