



# COMMUNICATION AND MANAGEMENT

ISTITUTO EUROPEO  
DI DESIGN

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[IED.edu](http://IED.edu)  
[IED.edu/communication](http://IED.edu/communication)



# COMMUNICATION AND MANAGEMENT FACTS



## PARTNERS

Former students of Communication and Management courses have worked with:

*Barilla, Sky, Tesla, LinkedIn, Yoox, Google, Starbucks, Huawei, Landor, Accenture, M&C Saatchi, Facebook, Lego, Flying Tiger Copenhagen, Red Bull, Deliveroo, Brionvega, Fujifilm, Microsoft, Acer, Haribo, Nintendo, KFC, Persol, and many more.*

## PLACEMENT

In 2019, the **92%** of Communication school students started an internship or a job in the relevant field and **8%** continued their studies.

\*\*\*Data from a survey conducted by Kantar on 400 IED former students

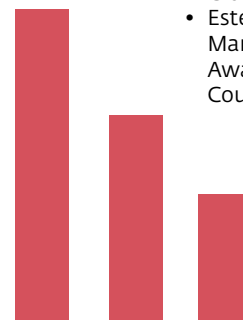
- Claudia Greco (Design della Comunicazione) started an internship at *Leo Burnett*
- Davide Tommasini (Design della Comunicazione) started an internship at *M&C Saatchi*
- Roberta Di Ponzio (Brand Management and Communication) Account Executive at *Publicis Italia*
- Dora Forleo (Event Management) Production Assistant at *Karla Otto*
- Sofia Colombi (Event Management) started an internship at event agency *Balich Worldwide Shows*
- Maria Lucia Avallone (Social Media and Digital PR) started an internship at *Connexia*

## ALUMNI

- Raket Bensusan - Brand Strategist at *Landor*
- Ricardo Ramos Lazcano - Client Strategy Manager at *Barrows Global*
- Catalina Cadena - Strategy Director at *McCann Lisbon*
- Apoorva Uniyal - Senior Marketing associate at *Puma*
- Ivy Aning - Digital Account Planner at *Ogilvy*
- Eddie Sears - Creative Director at *Ultra Records, New York*
- Simone Legno, Artist - Co Founder *Tokidoki, Los Angeles*
- Marianna Poletti - Founder & CEO of her own company *Just Knock*

## AWARDS

- Andrea Bianchi, Aurora Panero, Alberto Boni, Valentina Barelli, Lamberto Sechi, ADCI gold award with *Read stories not titles* for The Times and The Sunday Times
- Emma Bertinotti, Giorgia Trentani, Chiara Mandaradoni, Alessandro Gemignani, Giacomo Croxatto - ADCI 2019, gold award 2019 with *The Resurrected Menu* for Burger King
- Tommaso Maria Araldi, Amina Gatti, Marina Maiuri, Giorgia Raffaele, Clio Awards 2019
- Esteban Fernández, winner of the Best Innovative Waste Management Program at the Innovation & Sustainability Awards gala organized by the Malaysian Dutch Business Council (MDBC)



# COMMUNICATION AND MANAGEMENT PROFESSIONS

## BRAND MANAGER

Strategic vision, sky is not the limit aptitude, and robust business orientation are the distinctive features of the Brand Manager. A Brand Manager not only proposes strategies or plans brand communication activities: the role is about accepting challenges, observing the present, forecasting trends, and interacting with the most interesting international companies. *Landor, Swarovski, Red Bull, Decathlon, Carrefour* and *Nintendo*, just to mention a few, chose to share their values and expertise with IED students, looking for a different, fresh, and multidisciplinary approach, to develop together a strategic project for their brand. Specific attention to a complete and competent branding process handling across all markets categories is provided thanks to dedicated courses.

*Elena Sacco, Director -  
Communication school, IED Milano*

## COMMUNICATION DESIGNER

The contemporary communication scenario requires highly specialised professionals, able to work with a cross-disciplinary approach and lead multidisciplinary teams. A proper comprehension of marketing problems and communication solutions means: managing technology, establishing effective interaction between online and offline communication environments, maintaining a constant balance between creativity and strategic thinking. Communication Design at IED includes Communication Management, for the management of brand identity through development strategies and communication plans; Event and PR, for the design and realisation of product related events, or aimed at creating value for brands or projects; Copywriting and Content Design, for the production of visual or textual storytelling, that has to be coherent with the chosen online and offline media; Art Direction, for management and creation of expressive and brand oriented iconographic languages.

*Alessandro Bertin, Coordinator -  
Undergraduate course in Communication  
Design, IED Torino*

## BUSINESS DESIGNER

Day after day the business world is becoming more complex to manage with lower margins for errors. In this context the value of a discipline is definitely the ability to facilitate better-informed decisions. As Marketing did in the past, Design is being identified as the next discipline to join the pool of functions required for successful Business Management. IED prepares professionals who integrate design values and tools into the business. Designers need to understand the business reality and the role they can play to participate effectively in it and maximize their contribution to society. Business managers can benefit from understanding the potential of a discipline like Design in their environment and facilitate its integration to other strategic functions to contribute to the value creation process.

*Dario Assante, Educational Online Director,  
IED Madrid*



## DESIGN THINKER AND INNOVATOR

As the pace of social, technological, economic and environmental change increases, designers, strategists and innovators find it harder and harder to forecast, understand, plan for and create around this uncertainty. Innovation and future - thinking disciplines help detect signals of change, organize insights into understandable models, synthesize new ways of mapping possible futures, and design innovative products, services or ideas that satisfy emerging needs. Design Thinking is a human - centric group of work processes and frameworks that help identify, develop and deliver on these concepts creatively and efficiently. At IED we develop meaningful design solutions through a design thinking approach, co - created with all stakeholders, resulting in effective new business with UX and creative values.

*Horge Perez, Director - I+ED Lab,  
IED Barcelona*

# COMMUNICATION AND MANAGEMENT COURSES

To operate in the field of communication, it is demanded a whole comprehension of cultural, social, aesthetic and linguistic codes. At the same time a contemporary manager integrates innovation processes, multidisciplinary decision making, a human - centered mindset and viable business strategies, to create effective products and services addressing challenges such as inclusion, sustainability and diversity. IED offers an alternative model to the traditional schools of communication and management, mainly focusing on the current needs of today's companies.

*Alessandro Manetti, Director, IED Spain*

## UNDERGRADUATE

IED Undergraduate courses are united by a common philosophy and methodology made of professionals in the classroom, school as laboratory, cross - disciplinary approach and glocal attitude mixing local experience and international perspective.

## MASTER

IED Master courses enhance participants' profiles thanks to a specialised and technical training in the dedicated disciplinary area combined with transversal knowledge and managerial skills.

## SUMMER

IED Summer courses offer an intensive learning opportunity to combine IED design methodology with a deep immersion in the vibrant culture and lifestyle of the hosting city.

## UNDERGRADUATE

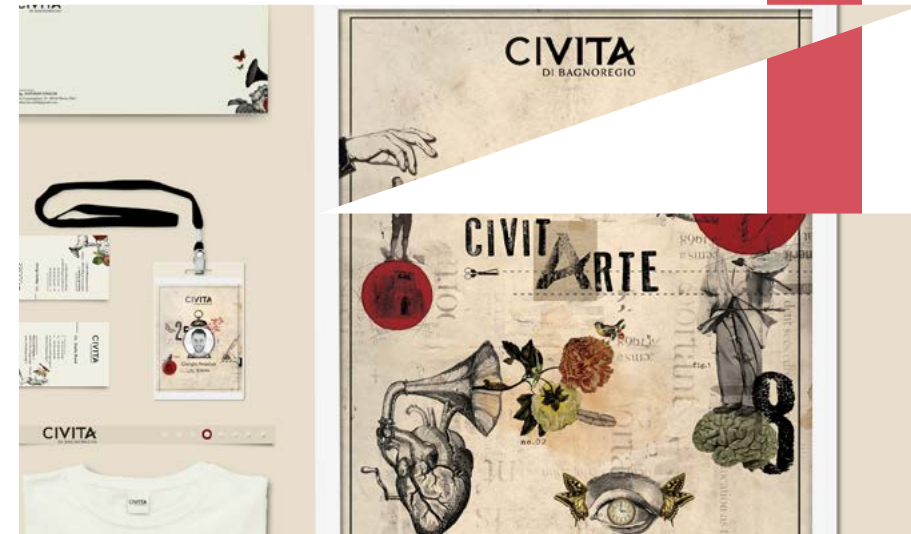
**Business Design**  
English  
Barcelona

**Design della Comunicazione**  
Italian  
Milano, Roma, Torino

**Fashion Marketing and Communication**  
English/Spanish/Italian  
Milano, Barcelona, Madrid

## SEMESTER/ACADEMIC YEAR

**Fashion Marketing & Communication**  
English  
Firenze





**MASTER**

**Arts Management**

English  
Firenze, Roma

**Brand Management and Communication**

English/Spanish/Italian  
Milano, Madrid, Roma, Barcelona, Firenze, Madrid

**Creative Direction**

Italian/Spanish  
Milano, Madrid

**Design Management**

English  
Barcelona

**Digital Marketing and Communication**

Italian/Spanish  
Milano, Madrid

**Event Management**

Italian/Spanish  
Milano, Madrid

**Fashion Management**

English  
Barcelona

**Innovation Strategies and Entrepreneurship**

English/Spanish  
Barcelona

**Marketing e Comunicazione**

Italian  
Torino

**Fashion Marketing & Communication**

Italian/English/Spanish  
Milano, Roma, Firenze, Barcelona, Madrid

**Service Design**

English  
Barcelona

**Master of Design & Innovation**

English  
Madrid

**SUMMER**

**Design Thinking for Business Transformation**

English  
Barcelona

**Estrategia Digital y Social Media Management**

Spanish  
Madrid

**Innovation and Future Thinking**

English  
Barcelona

**Service Design for Innovation**

English  
Barcelona

**Fashion Marketing**

English/Spanish  
Milano, Barcelona

