

Marketing



Code 9205

Department Management Department

Degree Licenciado

Registry Initial registry:
R/A-Ef 732/2011 from 18-03-2011
Changes registry:
R/A-Ef 732/2011/AL01 from 11-07-2019

Duration 3 year(s)

Regime Daytime

National entrance exams One of the following:
04 Economy
16 Mathematics
18 Portuguese

Course director Bruno Emanuel Morgado Ferreira

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Secretariat



Curricular structure

1st Year - 1st Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
9205-31821178 - Economics and Society	19,5	39	-	-	5
9205-31821177 - Business English I	-	39	-	-	4
9205-31821176 - Principles of Management	19,5	39	-	-	5
9205-318271 - Introduction to Marketing	19,5	39	-	-	6
9205-31821179 - Mathematics Applied to Marketing	19,5	39	-	-	6
9205-3182364 - Information Systems for Business Management	-	-	39	-	4

T - Theoretical; TP - Theoretical and Practical; PL - Practical and laboratorial; O - Other types

1st Year - 2nd Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
9205-3182458 - Consumer Behaviour	19,5	39	-	-	6
9205-31821283 - Law Applied to Marketing	-	39	-	-	4
9205-31821053 - Statistics Applied to Marketing	19,5	39	-	-	5
9205-31821194 - Sales Force and Commercial Negotiation	19,5	19,5	19,5	-	6
9205-31821180 - Business English II	-	39	-	-	4
9205-31821181 - Fundamentals of Accounting	19,5	39	-	-	5

T - Theoretical; TP - Theoretical and Practical; PL - Practical and laboratorial; O - Other types

2nd Year - 1st Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
9205-31821185 - Advances in Marketing	-	39	-	-	4
9205-3182371 - Promotion	-	19,5	39	-	5
9205-31821183 - Creativity and Innovation	-	19,5	19,5	-	4
9205-31821184 - Design and Modelling	-	19,5	39	-	6
9205-3182597 - Services Marketing	-	19,5	39	-	5
9205-31821190 - Multimedia Production I	-	-	58,5	-	6

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2nd Year - 2nd Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
9205-31821186 - Branding	-	19,5	19,5	-	4
9205-31821188 - Distribution and Merchandising	-	19,5	39	-	5
9205-31821612 - Production and Materials Management	-	19,5	39	-	6
9205-31821613 - Logistic and Operational Management	-	19,5	19,5	-	4

9205-31821191 - Multimedia Production II	-	-	58,5	-	6
9205-31821187 - Advertising	-	19,5	39	-	5

T - Theoretical; **TP** - Theoretical and Practical; **PL** - Practical and laboratorial; **O** - Other types

3rd Year - 1st Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
9205-31821174 - Entrepreneurship	-	39	-	-	4
9205-3182369 - Market Research	-	19,5	39	-	6
9205-31821523 - Digital Marketing	-	19,5	39	-	6
9205-31821193 - Sensorial Marketing	-	19,5	19,5	-	5
9205-31821170 - International Business	-	19,5	39	-	5
Option I					4
9205-31821196 - Event Marketing	-	39	-	-	4
9205-31821197 - Sector Marketing	-	39	-	-	4

T - Theoretical; **TP** - Theoretical and Practical; **PL** - Practical and laboratorial; **O** - Other types

3rd Year - 2nd Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
9205-31821195 - Funding and Investment Decisions	-	39	-	-	4
Option II					4
9205-3182154 - Corporate Strategy	-	39	-	-	4
9205-31821611 - Quality Management and Certification	-	39	-	-	4
Option III					13
9205-3182185 - Work Placement	-	-	-	19,5	13
9205-3182179 - Project Work	-	19,5	-	19,5	13
Free Option I					4
9205-3182943 - Human Resources	19,5	39	-	-	5

T - Theoretical; **TP** - Theoretical and Practical; **PL** - Practical and laboratorial; **O** - Other types

Scientific areas

Areas	ECTS
Law	4
Management	53
Foreign Languages	8
Marketing	67
Mathematics	11
Information Technology	12
(*) Areas of optional course units	25
Total	180 (*)

(*) Some course units are assigned to more than one scientific area. The total ECTS of the course is .

(*) Areas of optional course units	ECTS
Management	8
Marketing	34