

Marketing



Code 9205

Department Management Department

Degree Licenciado (bachelor)

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

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

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Curricular structure

1st Year - 1st Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
Economics and Society	19,5	39	-	-	5
Business English I	-	39	-	-	4
Principles of Management	19,5	39	-	-	5
Introduction to Marketing	19,5	39	-	-	6
Mathematics Applied to Marketing	19,5	39	-	-	6
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	
Consumer Behaviour	19,5	39	-	-	6
Law Applied to Marketing	-	39	-	-	4
Statistics Applied to Marketing	19,5	39	-	-	5
Sales Force and Commercial Negotiation	19,5	19,5	19,5	-	6
Business English II	-	39	-	-	4
Fundamentals of Accounting	19,5	39	-	-	5

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2nd Year - 1st Semester

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

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2nd Year - 2nd Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
Branding	-	19,5	19,5	-	4
Distribution and Merchandising	-	19,5	39	-	5
Gestão da Produção e Materiais	-	19,5	39	-	6

Gestão Logística e Operacional	-	19,5	19,5	-	4
Multimedia Production II	-	-	58,5	-	6
Advertising	-	19,5	39	-	5

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3rd Year - 1st Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
Entrepreneurship	-	39	-	-	4
Market Research	-	19,5	39	-	6
Digital Marketing	-	19,5	39	-	6
Sensorial Marketing	-	19,5	19,5	-	5
International Business	-	19,5	39	-	5
Option I					4
Event Marketing	-	39	-	-	4
Sector Marketing	-	39	-	-	4

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3rd Year - 2nd Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
Funding and Investment Decisions	-	39	-	-	4
Option II					4
Corporate Strategy	-	39	-	-	4
Gestão da Qualidade e Certificação	-	39	-	-	4
Option III					13
Work Placement	-	-	-	19,5	13
Project Work	-	19,5	-	19,5	13
Free Option I					4
Human Resources	19,5	39	-	-	5

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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

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