

Marketing



Code 9314

Department Management Department

Degree Master

Initial registry:
Registry R/A-Cr 118/2010 from 25-08-2010
Changes registry:
R/A-Cr 118/2010/AL01 from 05-01-2017

Duration 2 year(s)

Regime Evening

Course director Suzanne Fonseca Amaro

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Curricular structure

1st Year - 1st Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
Consumer Behaviour	-	32	-	-	6
Digital Marketing	-	16	16	-	6
Marketing Research Methodologies	-	16	16	-	6
Market Research	-	32	-	-	6
Marketing Technologies and Information Systems	-	16	16	-	6

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	
Data Analysis	-	16	16	-	6
On-line Market Research	-	16	16	-	6
Project Management and Evaluation	-	32	-	-	6
International Marketing	-	32	-	-	6
Relationship Marketing and Customer Relationship Management	-	16	16	-	6

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

2nd Year - Anual

Course unit	Contact hours				ECTS
	T	TP	PL	O	
Dissertation/Project Work/Professional Work Placement	-	-	-	78	60

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

Scientific areas

Areas	ECTS
Management	6
Computer Science	12
Marketing	90
Mathematics	6
Psychology	6
Total	120 (*)

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