



THE MARKETING SCHOOL





International Experience

Global career-oriented learning experience



WHY STUDY AT IPAM?

IPAM prepares students for the global world, providing them with knowledge from each scientific area, but also with a set of personal and social skills which makes them active citizens and agents of change, in addition to globally capable professionals.

It stands out for its ability to innovate and for its differentiated academic model which is founded on the principles of quality, internationalisation and the proximity to business and the labour market. IPAM brings to its students a multicultural career-oriented learning experience.

Besides, IPAM is located in Oporto one of the most beautiful and cosmopolitan cities in Europe, where the students will take the chance to enjoy a very enriching experience.

The interested students can study at IPAM for a small period through an exchange programme or enrol directly on an undergraduate or graduate degree.

PORTUGAL

A country where you feel at home.

When we think about Portugal, we think about:

- Rich history
- Beauty
- Culture
- Friendly population!!!
- Amazing weather
- Low living costs

From North to South you will find special places where you will feel at home.

Our Official language is Portuguese, but we are quite open to speak other languages, and communication is not going to be an issue. Hospitality and tolerance is part of our DNA. We are good people indeed!

We are located in Western Europe and borders Spain.

We have safe and fast connections to other European cities that are only a few hours away.

WHY TO LIVE IN OPORTO?

- A cosmopolitan city full of havens, full of history, full of culture!
- Europe's greatest wheather.
- Amazing light and special blue sky.
- One of the cheapest cities to live in Europe.
- Amazing food, amazing wine.
- Full of bars and nightlife.
- A river that feels like the sea.
- A city with fabulous views.
- The houses have more colours than a box of Legos.
- One of the safest cities of Europe



IPAM – THE MARKETING SCHOOL



UNDERGRADUATE ACADEMIC OFFER

MARKETING | EN

Bachelor lectured entirely in English

Autumn Semester

1st Semester

| | |
|------------------------|-------------------|
| Global Economics | 60 horas 6 ECTS |
| Marketing Principals | 60 horas 6 ECTS |
| Cross Cultural Studies | 60 horas 6 ECTS |
| Interpersonnal Skills | 30 horas 3 ECTS |
| Research methods | 30 horas 3 ECTS |
| Statistics | 60 horas 6 ECTS |

3rd Semester

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|------------------------------------|-------------------|
| Financial Management | 60 horas 6 ECTS |
| Customer Management | 60 horas 6 ECTS |
| Trendspotting and Future Thinking | 60 horas 6 ECTS |
| Product Management | 60 horas 6 ECTS |
| Integrated Marketing Communication | 60 horas 6 ECTS |

Spring Semester

2nd Semester

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|--|-------------------|
| Marketing Strategy | 60 horas 6 ECTS |
| Consumer Behavior | 60 horas 6 ECTS |
| Managing Global Teams | 30 horas 3 ECTS |
| Business Development for Alternative Futures | 30 horas 3 ECTS |
| Marketing Research | 60 horas 6 ECTS |
| Data Analysis | 60 horas 6 ECTS |

4th Semester

| | |
|---------------------------------------|-------------------|
| Digital Business Strategy | 60 horas 6 ECTS |
| Distribution and Retail | 60 horas 6 ECTS |
| Price and Cost Management | 60 horas 6 ECTS |
| New Marketing and Communication Tools | 60 horas 6 ECTS |
| Services Management | 60 horas 6 ECTS |

6th Semester

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|-----------------------------|-------------------|
| Global Marketing Strategies | 60 horas 6 ECTS |
| Cross Cultural Negotiation | 60 horas 6 ECTS |

UNDERGRADUATE ACADEMIC OFFER

GESTÃO DE MARKETING | PT

Bachelor lectured entirely in Portuguese

1º Semestre

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|------------------------------------|-------------------|
| Fundamentos de Marketing | 60 horas 6 ECTS |
| Investigação e Métodos de Pesquisa | 60 horas 6 ECTS |
| Cultura e Ideologia de Mercado | 45 horas 6 ECTS |

3º Semestre

| | |
|-----------------------|-------------------|
| Gestão da Comunicação | 45 horas 6 ECTS |
| Gestão do Produto | 60 horas 6 ECTS |

5ª Semestre

| | |
|-----------------------------------|-------------------|
| Dinâmica e Animação de Grupos | 45 horas 6 ECTS |
| Gestão dos Canais de Distribuição | 60 horas 6 ECTS |
| Gestão de Vendas | 60 horas 6 ECTS |
| Plano de Marketing | 45 horas 6 ECTS |

2º Semestre

| | |
|-----------------------------|-------------------|
| Marketing | 60 horas 6 ECTS |
| Comportamento do Consumidor | 45 horas 6 ECTS |

4º Semestre

| | |
|---------------------------------------|-------------------|
| Comportamento Organizacional | 45 horas 6 ECTS |
| Publicidade | 60 horas 6 ECTS |
| Gestão de Preços | 60 horas 6 ECTS |
| Laboratório de Marketing e Consumo B* | 45 horas 6 ECTS |

6ª Semestre

| | |
|---------------------------------|-------------------|
| Comportamento de compra e Venda | 45 horas 5 ECTS |
| Sistemas de Informação | 60 horas 5 ECTS |

*Depende do projeto. A ser confirmada no início do semestre.

MOBILITY APPLICATION

International students.

1ST SEMESTER OR AUTUMN SEMESTER

Non-European Students: 15th May

European Students: 31st May

2nd SEMESTER OR SPRING SEMESTER

Non-European Students: 15th October

European Students: 31st October

REQUIRED DOCUMENTS TO SUBMIT

- Personal photo (JPG Format)
- Academic Transcript (PDF Format)
- Learning Agreement
- ID or Passport Copy
- Health Insurance Proof

LINK TO ONLINE APPLICATION

To be sent when the student is nominated.



DON'T WAIT
FOR AN
OPPORTUNITY.

CREATE IT.

USEFUL INFORMATION

HOUSING

University Accommodation Portal:

<https://accommodation.ipam.pt/>

Other options:

- [Uniplaces](#)
- [ESN Porto](#)
- <https://housinganywhere.com/>
- <https://studathome.com/>
- <http://inlifeportugal.com/index.html>

INSURANCE

Incoming students must have Health insurance and Personal Accident Insurance

VISA

Non-European students must have student visa.



INTERNATIONAL STUDENTS SUPPORT

Welcome Week

The international office of IPAM organizes twice a year a Welcome Week for incoming students, normally one week before the beginning of the semester. We strongly recommend all incoming students to attend it, since it will offer the opportunity to:

- **Get to know the other incoming students** and the locals through fun team building & other activities (dinners, guided tours, parties)
- **Get support** in housing, transports, bank account, visas, and other social and cultural supports.
- **Explore Oporto** with our local students and dive into student life.
- To **build your own schedule** with a personal support given by a team of students supervised by the International Office (Buddy program).
- **Deal with all de mobility documents, social and personal issues** concerning the mobility period with the intensive support of the international office.

Please don't forget to bring:

- ID Card/ Passport
- Learning Agreement
- European health card / International health insurance copy

International Culture Fair

Once a semester is organized a day especially dedicated to the incoming students. On this day all students are invited to bring a little of their culture to our campuses.

Get prepared for this! Bring with you everything you think you can use to present your Country: ingredients for typical dishes, typical costumes, music, symbols, flags etc.

CONTACT US



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