



# 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 |

All Courses taught in English

### Fall Semester

(September- January)

#### 1st Semester

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

#### 3rd Semester

Financial Management	60 hours   6 ECTS
Customer Management	60 hours   6 ECTS
Trendspotting and Future Thinking	60 hours   6 ECTS
Product Management	60 hours   6 ECTS
Integrated Marketing Communication	60 hours   6 ECTS

### Spring Semester

(February - June)

#### 2nd Semester

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

#### 4th Semester

Digital Business Strategy	60 hours   6 ECTS
Distribution and Retail	60 hours   6 ECTS
Price and Cost Management	60 hours   6 ECTS
New Marketing and Communication Tool	60 hours   6 ECTS
Services Management	60 hours   6 ECTS

#### Attention!

- The student can choose any courses up to a total of 30 ECTS.
- Choosing courses in the same semester ensures that the student does not have overlapping hours.
- Each course has 10 places for Erasmus students.
- Schedules are only available during Welcome Week.

# UNDERGRADUATE ACADEMIC OFFER

## GESTÃO DE MARKETING |

All Courses taught in Portuguese

### Semestre 1

(Setembro - Janeiro)

#### 1º Semestre

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 de Comunicação	45 horas   6 ECTS
Gestão de Produto	60 horas   6 ECTS

#### 5º 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

### Semestre 2

(Fevereiro - Junho)

#### 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

#### 6º 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.

### Atenção!

O estudante pode escolher disciplinas de diferentes semestres até um total de 30 ECTS:

- Semestre 1 (de setembro a janeiro) : 1º Semestre, 3º semestre ou 5º semestre;
- Semestre 2: (de fevereiro a junho: 2º semestre , 4º semestre ou 6º semestre;

# GRADUATE ACADEMIC OFFER

## MARKETING |

All Courses taught in English

### Fall Semester (September- January)

#### 1st Semester

Global Marketing Strategy	60 hours   6 ECTS
Future Consumption Society	60 hours   6 ECTS
Marketing Research Methods	60 hours   6 ECTS
Talent and Change Management	60 hours   6 ECTS
Disruptive Business Models	60 hours   6 ECTS

### Spring Semester (February - June)

#### 2nd Semester

Marketing Future Cast	60 hours   6 ECTS
Digital Marketing Strategy	60 hours   6 ECTS
Marketing Metrics and Analytics	60 hours   6 ECTS
Global Marketing Simulator	60 hours   6 ECTS
Global Business Plan	60 hours   6 ECTS

#### **Attention!**

- The master courses can only be attended by master students;

# MOBILITY APPLICATION

## International students.

### 1<sup>ST</sup> SEMESTER OR AUTUMN SEMESTER

Non-European Students: 15<sup>th</sup> May

European Students: 31<sup>st</sup> May

### 2<sup>ND</sup> SEMESTER OR SPRING SEMESTER

Non-European Students: 15<sup>th</sup> October

European Students: 31<sup>st</sup> 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](#)
- [Roof Residence](#)
- [InLife](#)

## 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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