



THE MARKETING SCHOOL

LAUREATE INTERNATIONAL UNIVERSITIES





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 being 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.

By being a part of Laureate International Universities - the largest global group of Higher Education, 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 have the chance to enjoy a very enriching experience.

The interested students can study at IPAM for a small period of time through an exchange programme or enroll directly in 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 Spain borders.

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 whather.
- Amazing light and special blue sky.
- One of the least expensive 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

**New bachelor lectured entirely in English!
Only the first and second year are available.**

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

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

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

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 Tools	60 hours 6 ECTS
Services Management	60 hours 6 ECTS

UNDERGRADUATE ACADEMIC OFFER

GESTÃO DE MARKETING | PT

Bachelor lectured entirely in Portuguese

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 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.

MASTER ACADEMIC OFFER

MARKETING MANAGEMENT | PT

Master lectured entirely in Portuguese.

COURSE (PT)	COURSE (ENG)	SEMESTER	HOURS	ECTS
Marketing Estratégico	Strategic Marketing	1	45	6
Simulador de Gestão de Marketing	Marketing Management Simulator	1	45	6
Gestão de Projectos de Investimento	Project Management for Investment	1	45	6
Liderança e Negociação	Leadership and Negotiation	1	45	6
Marketing Relacional	Relationship Marketing	2	60	6
Economia do Consumo	Consumption Economics	2	45	6
Sistemas de Análise e Apoio à Decisão	Analysis and Decision Support Systems	2	45	6
Gestão de Serviços (optativa)	Services Management	3	60	18
Branding (optativa)	Branding (optional)	3	60	18
Direção Comercial e Vendas (optativa)	Commercial Management and Sales (optional)	3	60	18
Consumo (optativa)	Consumption (optional)	3	60	18
Novas Tendências de Marketing (optativa)	New Trends and Marketing (optional)	3	60	18

Note:

- Optional curricular units may not open if there are not enough national students to complete a class.

PORTUGUESE CULTURE AND LANGUAGE COURSE FOR INCOMING STUDENTS

Introduction to the Portuguese culture, basic grammar structure, pronunciation and vocabulary; cultural visits.

HOUSING

Our school doesn't have its own residence.

The International Office supports students in finding accommodation. To search for house you can check the following sites:

- housinganywhere.com
- uniplaces.com/pt/accommodation/lisbon
- doormportugal.com

HEALTH INSURANCE

Incoming students must have Health insurance or an European Health card.

VISA

Non-European students must have student visa.



MOBILITY APPLICATION

International students.

1ST SEMESTER OR AUTUMN SEMESTER

Nomination: 1st June

Application: 15th June

2ND SEMESTER OR SPRING SEMESTER

Nomination: 15th November

Application: 30th November

REQUIRED DOCUMENTS TO BE SENT BY EMAIL

- Personal photo (JPG Format)
- Academic Transcript (PDF Format)
- Motivation Letter (PDF Format)
- ID or Passport Copy

LINK TO ONLINE APPLICATION

To be sent when the student is nominated.



DON'T WAIT
FOR AN
OPPORTUNITY.

CREATE IT.

INTERNATIONAL STUDENTS SUPPORT

Welcome Week

IPAM's international office organizes a Welcome Week for incoming students twice a year, usually a week before the beginning of the semester. We strongly recommend all incoming students to attend this event, 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.
- **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



www.ipam.pt



+351 210 309 948



Internationaloffice-porto@ipam.pt

INTERNATIONAL MANAGER

Nádia Leitão

INTERNATIONAL OFFICE COORDINATOR

Liliana Rosalino

INTERNATIONAL OFFICE COORDINATOR (bilateral agreements)

Mafalda Homem de Melo

INTERNATIONAL OFFICE SPECIALIST (incoming and Outgoing students)

Márcia Almeida



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