



# 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 Lisbon 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 enrol 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 LISBON?

- A cosmopolitan city full of havens, full of history, full of culture!
- Europe's greatest weather.
- 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.
- Wonderful beaches 20 minutes away from downtown Lisbon.
- A river that feels like the sea.
- A city built on seven hills, with fabulous views.
- The houses have more colours than a box of Legos.
- One of the safest capitals of Europe!





# IPAM – THE MARKETING SCHOOL



# UNDERGRADUATE ACADEMIC OFFER

## MARKETING | EN

**New bachelor lectured entirely in English!  
Only the first year is available.**

### 1st Semester

Global Economics	60 hours   6 ECTS
Marketing Principals	60 hours   6 ECTS
Cross Cultural Studies	60 horas   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

# UNDERGRADUATE ACADEMIC OFFER

## GESTÃO DE MARKETING / MARKETING MANAGEMENT | PT|EN

Please confirm the language of instruction in front of each curricular unit.

### 1st Semester

Fundamentos de Marketing (PT)	60 horas   6 ECTS
Investigação e Métodos de Pesquisa (PT)	60 horas   6 ECTS
Linguagem e Apresentação Empresarial (PT)	45 horas   6 ECTS
Cultura e Ideologia de Mercado (PT)	45 horas   6 ECTS
Fundamentos de Gestão (PT)	60 horas   6 ECTS

### 3rd Semester

Communication Management (PT/EN)	45 horas   6 ECTS
Estudos de Mercado (PT)	60 horas   6 ECTS
Product Management (PT/EN)	60 horas   6 ECTS
Economia e Negócios Internacionais (PT)	60 horas   6 ECTS
Métodos de Previsão (PT)	60 horas   6 ECTS

### 5th Semester

Dinâmica e Animação de Grupos (PT)	45 horas   6 ECTS
Gestão dos Canais de Distribuição (PT)	60 horas   6 ECTS
Sales Management (PT/EN)	60 horas   6 ECTS
Gestão Financeira (PT)	60 horas   6 ECTS
Marketing Plan (PT/EN)	45 horas   6 ECTS

### 2nd Semester

Marketing (PT)	60 horas   6 ECTS
Economia e Negócios Internacionais (PT)	60 horas   6 ECTS
Comportamento do Consumidor (PT)	45 horas   6 ECTS
Estatística Descritiva (PT)	60 horas   6 ECTS
Marketing and Consumption Lab A (PT/EN)	45 hours   6 ECTS

### 4th Semester

Organizational Behaviour (PT/EN)	45 hours   6 ECTS
Advertising (PT/EN)	60 horas   6 ECTS
Price Management (PT/EN)	60 horas   6 ECTS
Contabilidade (PT)	60 horas   6 ECTS
Marketing and Consumption Lab B (PT/EN)	45 hours   6 ECTS

### 6th Semester

Comportamento de compra e Venda (PT)	45 horas   5 ECTS
Information Systems (PT/EN)	60 horas   5 ECTS
Personnel Management (PT)	45 horas   5 ECTS

# MASTER ACADEMIC OFFER

## MARKETING MANAGEMENT | PT | EN

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 housing you can check the following sites:

- [housinganywhere.com](http://housinganywhere.com)
- [uniplaces.com/pt/accommodation/lisbon](http://uniplaces.com/pt/accommodation/lisbon)
- [doormportugal.com](http://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.

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

Nomination: 1<sup>st</sup> June

Application: 15<sup>th</sup> June

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

Nomination: 15<sup>th</sup> November

Application: 30<sup>th</sup> 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 a fun team building & other activities (dinners, guided tours, parties)
- **Get support** in housing, transports, bank account, visas, and other social and cultural supports.
- **Explore Lisbon** with our local students and dive into student life.
- To **build your own schedule** with 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



**[www.ipam.pt](http://www.ipam.pt)**



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INTERNATIONAL MANAGER

Nádia Leitão

INTERNATIONAL OFFICE COORDINATOR (incoming & outgoing)

Liliana Rosalino

INTERNATIONAL OFFICE COORDINATOR (bilateral agreements)

Mafalda Homem de Melo



[ipam.pt](http://ipam.pt)